



“ONE DROP AT A TIME”: TOWARDS SUSTAINABLE TOURISM

**Case: Sustainability Projects of
Aurinkomatkat Oy – Suntours Ltd**

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Abstract <p>The basis for the research was the growing concern of the environment and the influence of tourism on climate warming. Aurinkomatkat (AM) has initiated several sustainability programs aiming to change the operations green. The changes are not limited to internal operations but also concern the AM cooperation partners around the world. The question was whether AM customers were aware of the changes at Aurinkomatkat and how they felt about them.</p> <p>To find out how customers reacted to the new greener image of AM they were sent an online survey. The survey was taken by almost 1,450 people. The questions emphasized the ecological behaviour at home and on holiday. Also the holiday selection process and the Aurinkomatkat services were given some attention.</p> <p>The survey clearly indicated that the Aurinkomatkat projects were more or less unfamiliar for the most of the respondents. In general they were considered positive addition to other services. The respondents were enthusiastic to find out how they could contribute to the reduction of greenhouse gases and to the preservation of the destination environment. Many expressed their concern towards air travelling.</p> <p>Via the survey Aurinkomatkat was able to gain information of the customers' attitudes towards sustainable development in tourism. The survey also provided a basis to the recommendations how Aurinkomatkat could empower customers to work for the sustainable future in tourism.</p>		
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Tiivistelmä <p>Tutkimuksen lähtökohtana toimi jatkuva ja kasvava huoli ympäristöstä ja matkailun vaikutuksesta ilmastomuutokseen. Aurinkomatkat (AM) on pannut alulle jo useita kestävään kehitykseen tähtääviä projekteja. Nämä muutokset eivät rajoitu ainoastaan organisaation sisälle vaan koskevat myös Aurinkomatkojen yhteistyökumppaneita ympäri maailman. Kysymys kuuluikin, olivatko Aurinkomatkojen asiakkaat tietoisia kestävään kehityksen projekteista ja kuinka niihin suhtauduttiin.</p> <p>Asiakkaiden mielipiteitä tutkittiin lähettämällä kysely internetin kautta. Kyselyyn osallistui lähes 1 450 henkilöä. Kysymykset painottuivat asiakkaiden jokapäiväiseen arkeen liittyviin pieniin ekotekoihin, kuten kierrätykseen sekä siihen, miten lomalla ekologisuus otettiin huomioon. Myös lomavalintaprosessi ja Aurinkomatkojen palvelut saivat huomiota osakseen kysymysten asettelussa.</p> <p>Tutkimus osoitti selvästi, että Aurinkomatkojen projektit olivat enemmän tai vähemmän tuntemattomia asiakkaille. Yleisesti niitä pidettiin kuitenkin hyvänä lisänä muihin palveluihin. Vastaajat olivat innokkaita saamaan lisää tietoa mahdollisuuksistaan vaikuttaa kasvihuonekaasujen vähentämiseen lomamatkoillaan ja matkakohteissaan. Moni vastaaja esitti huolestuneisuutensa lentomatkailun saastuttavuudesta.</p> <p>Kyselyn kautta Aurinkomatkat sai tietoa asiakkaidensa asenteesta kestävään kehitykseen matkailussa. Kysely myös toimi perustana esitetyille toimintaehdotuksille, joilla voisi jatkossa mahdollistaa matkailijoiden osallistumisen ympäristötalkoisiin, myös ulkomailla.</p>		
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CONTENTS

Abbreviations	3
Foreword.....	4
1 Thinking Globally, Acting Locally.....	5
2 Climate Change - Threat and Opportunity	8
2.1 Did we loose the war or one battle?.....	8
2.2 Tourism and Energy Consumption.....	11
2.2.1 Transportation	11
2.2.2 Accommodation and Activities.....	14
2.3 Mitigation over National Borders	15
2.3.1 Kyoto Protocol and ECCP	16
2.3.2 Energy Policy for Europe.....	17
3. Sustainability Is a Balancing Act	20
3.1 Rio Declaration and Agenda 21	21
3.2 Economic Sustainability	22
3.2.1 Economic Benefits.....	23
3.2.2 Economic Costs	24
3.2.3 Tourism Fighting Poverty	25
3.3 Ecology and Environmental Sustainability	27
3.3.1 Natural Resources and Environment.....	29
3.3.2 Pollution	29
3.3.3 Physical Impacts	30
3.3.4 Conservation	32
3.4 Socio-Cultural Sustainability	33
3.4.1 Loss of Identity	34
3.4.2 Culture Clashes.....	35
3.4.3 Battle of Space	35
3.4.4 Ethical Concerns	36
3.4.5 Cultural Exchange.....	37
4. From Good Deeds to Action.....	39
4.1 International Collaboration	40
4.2 Corporate Commitment.....	41
4.3 Drops, Trees and Leaves.....	42
5. The Questionnaire and the Results	44
5.1 Implementation	44
5.2 Results.....	45
6 Discussion	65

7. Recommendations	71
7.1 Air Travel	71
7.2 Drop Rating.....	72
7.3 Internet.....	72
7.4 International Cooperation.....	73
7.5 Travel Reservations	73
 References	 75
Appendices	78
Tables	90
Figures	90

Abbreviations

AM= Aurinkomatkat Oy – Suntours Ltd

ECCP= European Climate Change Programme

ECPAT= End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purpose

GHG(s)= greenhouse gas(es)

GDP= Gross Domestic Product, a measure of national income

IHEI= International Hotels Environment Initiative

ILO= International Labour Organization

IPCC= Intergovernmental Panel on Climate Change

NGO= Non-Governmental Organization

PJ = Petajoule, unit of energy.

pkm= passenger kilometre

ST-EP= Sustainable Tourism – Eliminating Poverty

UN= United Nations

UNDP= United Nations Development Programme

UNEP= United Nations Environmental Programme

UNWTO= The World Tourism Organization, also WTO

VFR= visiting friends and relatives

WTO = See UNWTO

WWF= World Wildlife Fund

Foreword

The topic for this Bachelor's Thesis rose from my personal concern towards sustainable tourism and its prospects. I went on to find out how "badly" things already were and how soon the apocalypse would come. Instead I found very promising programs, technologies and cooperation partnerships that fight against global warming and make tomorrow possible for the future generations.

Tourism is often seen as luxury, something that people pamper themselves with. It is something that is not necessary. When added very polluting transportation and damages mass tourism is causing to original destination communities, it feels like something that should be banned for its damaging consequences. What I found out was that actually while still having negative impacts, tourism could also bring so much good. Many poor nations depend on tourism economically and tourism is a huge employer directly and indirectly.

Tourism organizations are in a key role to spread the word. Tourism can be much greener than what it is today. It can also be turned to sustainable. All that is needed is commitment from the tour operators, local actors and the tourists themselves.

Introduction

1 Thinking Globally, Acting Locally

The planet Earth is going through major changes that may threaten our very existence. Most of those changes are result from human activity. Short sighted financial gain and quick wins have been on the top of the priorities list for decades and the environment and climate we once knew are changing quicker than what we can adapt to. The global climate change and sustainable development are not just fancy words but concrete issues that need our attention and immediate action.

After the Stern Review (2006) the European community was in awe. The review's almost 600 pages introduced solid scientific evidence and models to predict the possible consequences of the climate change:

"Climate change will affect the basic elements of life for people around the world – access to water, food production, health, and the environment. Hundreds of millions of people could suffer hunger, water shortages and coastal flooding as the world warms There is still time to avoid the worst impacts of climate change, if we take strong action now." –Stern Review: The Economics of Climate Change, 2006

"All countries will be affected. The most vulnerable – the poorest countries and populations – will suffer earliest and most, even though they have contributed least to the causes of climate change. The costs of extreme weather, including floods, droughts and storms, are already rising, including for rich countries." – (Op.Cit.)

In the Review it was calculated that if people continue "business as usual" the cost of rising average temperature will affect the global economy and drown it. The estimated cost would lie between 5% and 20% of the global GDP each year, now and forever. In contrast the cost of quick and efficient action to reduce greenhouse gasses can be limited to around 1% GDP each year. (Stern Review: The Economics of Climate Change, 2006)

The EU has had global environmental changes on its priorities list since the Paris Summit, October 19-21, 1972 (The History of European Union, 2008). The Green Paper on Tourism from 1995 declares that tourism is a global industry that is capable of introducing sustainable practices into its processes very comprehensively and thus can set an example for other businesses as well. (Borg, 1997, 39).

In 1996 the European Union estimated that tourist industry, by producing goods and services, was responsible for 5.5% of the GDP of the European Union. Community tourist provided employment approximately for 9 million European citizens while at least the same number of people's jobs depended on the industry. In less developed areas of the Community tourism accounted even a greater share, up to 75% compared with Community average, of economic activity. Tourism was fairly seen as an instrument of economic development and redistribution of wealth. (Green Paper on Tourism, 1996)

EU acknowledges tourism as an industry that can make a contribution to a better understanding and solidarity between peoples, promoting awareness of other cultures and ways of life (Green Paper on Tourism, 1996). Tourism also diminishes the differences between peoples, raises interest toward other cultures and promotes peace. (Borg, 1997, 39.)

Tourism can have some very positive outcomes especially in poorer areas, but nevertheless it is for profit business with significant environmental impacts. Travellers are consumers of the environment they travel to. Impacts are usually clearly seen and can be pointed out. The problems occur when the carrying capacity of the environment, the ultimate attraction, is exceeded and the denudation of the area begins to show. Conflicts between the local people and tourists arise when the natural resources are no longer available equally for everyone. This can be a result of reckless exploitation of the nature and short sighted gain of revenue. (Borg, 1997, 39.)

The Thesis will be looking into global and local problems the tourism is raising around the world. As said, tourism does have some positive outcomes and it can be turned into sustainable activity. It is only a question of changing the way of thinking in the business as well as interacting and communicating with the local and international communities. In Finland Aurinkomatkat Oy - Suntours Ltd (AM) has initiated several programs to turn its business into more sustainable in a very concrete way. One is called the Pisara - Project (Drop - Project) and it will give the consumer the ultimate power to make a difference. AM has been categorising their destination hotels with drop rating by their environmental behaviour and sustainable practices. The better the score in the evaluation, more “drops” the hotel will earn. As a case study, the “Pisara”- Project will be introduced more closely and the awareness of its existence among customers will be studied with a customer survey later on in the Thesis.

2 Climate Change - Threat and Opportunity

Climate change is one of the biggest challenges facing mankind. The whole planet is at risk. Rising temperatures, melting glaciers and increasingly frequent droughts and floods are all evidence that climate change is already in progress. (Tackling Climate Change, 2008)

For tourism, climate change is not a remote event. It will have direct impacts on the natural environment, on humans and their economic activities. For beach, nature and winter sport tourism segments the environment is an essential resource of activities and highly dependable on the climate conditions. (Climate Change and Tourism, 2007)

Changing climate can significantly affect tourists' travel decisions by shifting demand from one area to another. Changing demand patterns and tourist flows will have negative effects on the industry itself as well as the related sectors such as agriculture, handicrafts or construction. (Climate Change and Tourism, 2007)

World Tourism Organization (WTO) on its websites forecasts that especially in small island states and developing countries where tourism creates a major source of income, reduction in tourist arrivals will have serious employment impacts and generate further poverty. (Climate Change and Tourism, 2007)

2.1 Did we loose the war or one battle?

The climate has already started to change. The current rate of emitting greenhouse gasses to the atmosphere is estimated to warm the Earth between 5°C and 6°C by the beginning of the next century. In comparison the difference between the average temperature during the last ice age and today is 5°C. It goes without saying that drastic measures are needed. According to the Stern Review what is done now can only have limited effect on the climate over the next 40 or 50 years. On the other hand, what will be done over the next 10 or 20

years can have a profound effect on the climate in the second half of this century and in the next. (Stern Review: The Economics of Climate Change, 2006)

Tourism industry and destinations depend heavily on the climate and environment. The climate defines the length of the tourism seasons and plays a major role when choosing the destination. Natural environment is in many destinations the ultimate attraction. If it is lost in a hurricane or flood, extreme heat or cold, the destination is ruined for the tourists and revenues are lost. To raise the awareness within the international community of tourism about the Climate Change, the World Tourism Organization (UNWTO) organized the First International Conference on the Climate Change and Tourism in Djerba, Tunisia in 2003. The event emphasized tourism as a major contributor to the phenomenon but also looked into the problems that will follow from the changing environment. (Climate Change and Tourism: Responding to Global Challenges, 2007)

UNWTO agrees that climate change in tourism destinations will influence their competitiveness and sustainability. Direct climatic impacts can be easily detected and linked to changing environment. Indirect environmental changes are more subtle to be recognized in the social and economical level but nevertheless they are also a result from changing climate and habitat. (Climate Change and Tourism: Responding to Global Challenges, 2007)

Direct climatic impacts change the climate of current destinations and shift the attractive climatic conditions to new areas. The shift will be declining competitive positions of now popular destinations and improving the positions for other areas. Especially Mediterranean areas as sun-and-sea destinations as well as European Alps as winter sports destination will be among the first to suffer from the anticipated weather extremes that come along with climate change. UNWTO in its "Climate Change and Tourism" summary predicts that weather extremes that follow the change in the atmosphere include higher maximum temperature, greater tropical storm intensity and more severe droughts in many mid-latitude continental interiors. In *Appendix I* there is a detailed map of all anticipated

weather changes according to UNWTO. (Climate Change and Tourism: Responding to Global Challenges, 2007)

Indirect environmental changes can be of various kinds. They can include changes in water availability, biodiversity loss, reduced landscape aesthetics, increased natural hazards and coastal erosion. These again can have serious consequences socially and economically to the local community. As a nature based destinations, island, coastal and mountain destinations are particularly sensitive to environmental changes. Adding to the existing threat, UNESCO has identified several World Heritage Sites to be vulnerable to the climate induced environmental change. (Climate Change and Tourism: Responding to Global Challenges, 2007)

Change of travel patterns might be a consequence of national and international mitigation policies trying to reduce GHG emissions. Increased transportation costs will foster environmental attitudes and cause people to change their destination choices and shift transport modes. Especially long haul destinations such as Southeast Asia and Australia will be affected. On the other hand, growing popularity of coach and rail would boost popularity of close range destinations. (Climate Change and Tourism: Responding to Global Challenges, 2007)

Economic growth might be at risk due to climate change. Changes in the environment and living conditions might cause political instability and other indirect societal changes. Especially international tourists are averse to political instability and this could prove to be damaging to those destinations that will be having this kind of internal problems. (Climate Change and Tourism: Responding to Global Challenges, 2007)

Climate change is already in motion and regardless of efforts to hinder GHG emissions to the atmosphere, the change is inevitable. Adaptability of all societies around the world as well as tourism destinations to unavoidable changes will be crucial in the future. The dynamic nature of tourism industry and its capability to

cope with major changes will create destinations an opportunity to re-invent themselves and to minimize the risks and capitalize new, rising opportunities. Economically, socially and environmentally implemented changes will be the best way to boost the business and lure the flocks back to the destination. (Climate Change and Tourism: Responding to Global Challenges, 2007)

2.2 Tourism and Energy Consumption

Tourism is vulnerable industry to climate change but at the same time it is contributing to it. Sources of energy consumption in tourism and the emission of greenhouse gasses can be segmented into transport-related purposes and destination-related purposes. Table 1 shows the energy use in tourism. The sources are divided into Transport, Accommodation and Activities. (Gössling, 2005, 287)

TABLE 1. Global tourism-related energy use and resulting CO₂-e emissions in 2001 according to Gössling. (Gössling 2005, 290) (PJ= petajoule, Mt= megaton)

Category	Energy use (PJ)	CO ₂ –e emissions (Mt)
Transport	13,223	1263
Accommodation	508	81
Activities	350	55
Total	14,081	1399

2.2.1 Transportation

As can be seen from TABLE 1, the biggest contributor to greenhouse emissions in tourism is transportation. It is responsible for almost 94% of the total worldwide tourism-related energy use. Tourists use cars, planes and other means to travel to and from the destination and within the holiday spot. TABLE 2 shows how different means of transportation contribute to global warming.

TABLE 2. Global energy use and CO₂-e emissions in leisure related transport in 2001 according to Gössling. (Gössling, 2005, p 290) (pkm=passenger kilometer, MJ= megajoule, PJ=petajoule, Mt=megaton)

Means of transport	Energy use			CO ₂ -e emissions		
	pkm (billion)	MJ / pkm	PJ	pkm (billion)	g CO ₂ -e/ pkm	Mt CO ₂ -e
Car	5155	1.8	9279	5155	132	680
Air travel	1179	2.0	2358	1179	396	467
Other	1643	0.9	1479	1643	66	108
Water-borne	?	?	107	?	?	8
Total	7977	-	13,223	7977	-	1263

Travel surveys conducted by Gössling, suggest that 15% of all people in the world who live in industrialized countries account for 82% of the leisure distances travelled. This number includes all means of travel, such as car, air and public transportation. The figure is even more skewed when it is narrowed to the environmentally most harmful means of travel, flying. Industrialized countries account for 97.5% of the distances covered for leisure-related travel.

Aviation

Air travel has been growing 5% - 9% annually in recent decades. In the future the growth is expected to vary between 4% and 6%. International air travel, long haul flights especially are expected to drive this increase. (Becken & Hay 2007, 71.)

International aviation is an important source of global greenhouse gas (GHG) emissions. The world's airlines have already improved their energy efficiency for approximately 70% from 1960 to 1990. The average kerosene use was 4.8 litres per 100 passenger kilometres in 1998. However, it will be more and more difficult to achieve efficiency gains. (Becken & Simmons, 2005,193.) Regardless of the reductions in kerosene use in past decades, today aviation contributes

approximately 3.5% to the total anthropogenic radiative forcing¹. It has been estimated that in 2001 tourists travelled 1179 billion passenger kilometres by air. This can be translated into 467 million tonnes of CO₂-equivalents. (Becken & Hay, 2007, 72.)

Airplanes emit gases and particles directly into the upper troposphere and lower stratosphere. These gases and particles change the concentration of atmospheric greenhouse gases, including carbon dioxide (CO₂), ozone (O₃), and methane (CH₄), trigger formation of condensation trails (contrails), and may increase cirrus cloudiness. All factors mentioned above contribute to the climate change. Many greenhouse gases stay in the atmosphere for a long time. For example carbon dioxide can remain in the atmosphere from decades to centuries. (Aviation and the Global Atmosphere, 2008)

The effects of aviation to climate change could be larger than expected. Already air travel contributes substantial amounts of GHGs in the atmosphere. Adding to this, aviation-induced cirrus clouds and their contribution to global warming is unclear. (Becken & Hay, 2007,71)

Mitigation Suggestions

Leisure related travel accounts for nearly 50% of all transport in industrialised countries (Becken & Hay, 2007,175). Tourism requires ability to move to and from destination as well as during the holiday. Changing travel behaviour into more ecological and various technical improvements are useful tools when looking to reduce GHG emissions. For example walking or cycling can be more enjoyable in the holiday destination than driving a car. Using public transportation, coach or rail, instead of a car, could offer a more relaxing way of travelling. The alternatives do already exist; they just need a little bit of advertising. Changing the patterns of how people think is vital in the battle against climate change. Technological changes are in a crucial role what comes

¹ Radiative forcing is the change in the balance between radiation coming into the atmosphere and radiation going out. A positive radiative forcing tends on average to warm the surface of the Earth, and negative forcing tends on average to cool the surface (www.grida.no)

to travelling. Especially new aerodynamics and materials in aviation can reduce the need for energy. Also new engines, that use something other than oil-based fuels, are needed in the near future for all transportation.

2.2.2 Accommodation and Activities

Gössling refers in his article to WWF (World Wildlife Fund) that reports that approximately 54% of the Mediterranean coastline is now urbanized, mainly with construction related to tourism (Gössling, 2005, 287). According to World Tourism Organization, Mediterranean and Southern Europe combined had 158 million international tourist arrivals in 2005. It represented 35.8% of all arrivals in Europe. (International Tourist Arrivals by Country of Destination, unwto.org) Energy use in hotels varies depending on the source of energy as well as the amount of energy consumed. According to Gössling, based on the estimate of 5.2 billion nights spent in different establishments worldwide in 2001, the resulting CO₂ emissions calculated up to 81 Mt, as can be seen in TABLE 1. (Gössling, 2005, 288).

Activities and recreational components of tourism can be difficult to define and vary widely according to the purpose of the holiday as well as the destination. Large energy users are the entertainment and experience centres, sporting complexes, large museums and parks. Energy efficiency is highly depending on the number of visitors. This means that bigger instalments can divide the used energy between large numbers of visitor, whereas small operations are often comparatively energy intensive on a per visitor basis. Small businesses are often accompanied with high service level and onsite transport. For example boat cruises require approximately 215MJ/tourist, scenic flights 442MJ/tourist and viewing wildlife 152MJ/tourist whereas visit to a building only requires 4 MJ/tourist and an amusement park 22MJ/tourist. Compared with attractions that are run by using electricity, activities that involve transportation to or as part of the activity, carbon dioxide emissions are proportionally higher. (Becken & Simmons 2005, 195-196.)

The main energy consumption in various accommodation instalments is created by heating, cooling, hot water supply, cooling for fridges and freezers and lighting. Accommodation business already has done a lot to become more “green”. One long-standing institution is the International Hotels Environment Initiative (IHEI) that was founded 1992. The main goal of IHEI is to support and improve environmental performance by the hotel industry worldwide. (Becken & Hay, 2007, 209)

In accommodation business renewable energy can be used in various ways. Solar panels and windmills are no novelties anymore and new technologies are invented all the time. Especially in remote island locations where the supply of fossil fuels can suffer from interruptions in renewable energy sources, especially combinations of them (e.g. wind-solar) can be beneficial, not to mention environmentally safer. (Becken & Hay, 2007, 211, 214)

Especially in bigger hotels small improvements can make a difference in energy consumption. For example energy saving light bulbs, energy efficient appliances do not only save energy, but also money in a long run. (Becken & Hay, 2007, 210)

2.3 Mitigation over National Borders

Lifestyles, economies, health and social well-being are all affected by climate change. The consequences of climate change will vary on a regional basis and all nations and economic sectors will have to contend with the challenges of climate change through adaptation and mitigation. Tourism is no exception in the decades to come; climate change will be an issue affecting tourism development and management. (Climate Change and Tourism: Responding to Global Challenges, 2007)

2.3.1 Kyoto Protocol and ECCP

Strong scientific evidence shows that global efforts to tackle climate change are imperative. The Kyoto Protocol was the first international agreement to attempt to reduce emissions to the atmosphere. It was also a wake-up call for the whole world and greatly increased awareness of the global warming. The aim is to reduce six greenhouse gasses approximately 5% from the levels of 1990. In the EU the target rate is 8%. The greenhouse gasses that the Protocol tackles to reduce are:

- Carbon dioxide (CO₂);
- Methane (CH₄);
- Nitrous oxide (N₂O);
- Hydrofluorocarbons (hfc);
- Perfluorocarbons (pfc);
- Sulphur hexafluoride (SF₆).

176 countries have ratified the Kyoto protocol. The first evaluation period of the protocol will be in 2008-2012. (Kyoto Protocol on Climate Change, 2007)

In order to meet the commitments that the EU made in the context of the Kyoto protocol, the commission saw the need to strengthen the communication and cooperation in the member states. In the communication from the Commission, dated March 8, 2000, the Commission proposed setting up an inter-departmental body that would be involved with enabling all stakeholders to participate in preparatory work on policies and measures to reduce greenhouse gasses. As a result ECCP, European Climate Change Programme saw the daylight. (Launching the European Climate Change Programme (ECCP), 2007)

ECCP brought together all relevant players such as the Commission, national experts, industry and the Non-Governmental Organization (NGO) community. The work has been successful and the EU is expected to meet the targets set by the Kyoto Protocol by 2012. (The European Climate Change Programme - EU Action against Climate Change, 2008)

The commission launched the second phase of the European Climate programme (ECCP II) on October 24, 2005. It continues the work of the first ECCP and consists of the following working groups:

- ECCP I review
- Aviation
- CO₂ and cars
- Carbon capture and storages
- Adaptation
- EU Emissions Trading Scheme review

(The European Climate Change Program, 2008)

2.3.2 Energy Policy for Europe

Energy Policy for Europe is also known as the “energy package”. The European Commission presented it on January 10, 2007 and it places energy at the heart of European activities. (An Energy Policy for Europe, 2007)

As stated in the Energy Policy, the EU will be facing serious energy challenges concerning sustainability and greenhouse gas emissions as well as security of supply, import dependence and the competitiveness and effective implementation of the internal energy market. European Energy Policy is an effective response to these challenges that concern all member states. The EU is determined to be in the lead of a new industrial revolution by creating a high efficiency energy economy with low CO₂ emissions. Energy Policy for Europe sets several energy objectives as well as means how to reach them. (An Energy Policy for Europe, 2007)

Energy Policy for Europe lists six main areas to focus on energy issues:

- *Establishing the internal energy market*, which allows consumers to choose supplier at a fair and competitive price.
- *Ensuring a secure energy supply* by minimizing the EU's vulnerability concerning uncertainty with respect to future supply.
- *Reducing greenhouse gas emissions* for energy accounts for 8% of all gas emissions in the EU. Action Plan for Energy Efficiency sets an objective for EU to reduce its energy consumption by 20% by 2020. Objectives to increase the use of renewable energy sources by 20% by 2020 are listed in Renewable Energies Roadmap.
- *Developing energy technologies* is in a central role in offering competitiveness and sustainability. In the heart of the development are existing energy efficient technologies as well as new technologies.
- *Considering the future of nuclear energy* as being one of the low carbon energy sources offering the most stable cost and supply. However, a common approach concerning safety and security as well as management of waste must be generated among the member states.
- *Implementing a common international energy policy* hence the EU is not able to achieve the sustainable energy objectives alone. Involvement and cooperation is required from developed and developing countries, energy consumers and producers and countries of transit. The EU is also committed to helping developing countries in their energy services. (An Energy Policy for Europe, 2007)

On March 9, 2007 at the European Council, based on the Energy Package, the Heads of State and Government adopted a comprehensive energy Action Plan for the period 2007-2009. (An Energy Policy for Europe, 2007)

Energy Policy for Europe required difficult decisions because the European Union put its member states and citizens at stake. Wrong decisions in a project so far reaching and massive would be devastating for the economy of EU. Nevertheless, with its Energy Policy Europe showed that it would be ready to

lead the way in the battle against global warming. According to recent Stern Report (2006) the cost of not doing anything would be paralyzing to the world economy: massive 5% to 20% of the global GDP. This is the reason why Europe is so eager to make a change and sees the global warming rather as an opportunity to renew European economy and energy consumption habits. Already renewable technologies account for a turnover of € 20 billion and have created 300,000 jobs. A 20% share for renewable technologies is estimated to mean almost a million jobs in this industry by 2020 and more if Europe exploits its full potential to be a world leader in this field. (20 20 by 2020 Europe's climate change opportunity, 2008)

In a communication by the Commission, released January 23, 2008, the commission set two key targets:

- A reduction of at least 20% in greenhouse gasses (GHG) by 2020 – rising to 30% if there is an international agreement committing other developed countries to comparable emission reductions and economically more advanced developing countries to contributing adequately according to their responsibilities and respective capabilities.
- A 20% share of renewable energies in EU energy consumption by 2020.

(20 20 by 2020 - Europe's climate change opportunity, 2008)

EU admits that the set goals are high without commitment from all member states but then again is confident that with the current political consensus concerning the importance of environmental issues, the targets will be within reach. (20 20 by 2020 - Europe's climate change opportunity, 2008)

3. Sustainability Is a Balancing Act

Sustainable development is a term that has been used since Bruntland Report back in 1987. It was the first open criticism towards a short sighted way of living and in the heart of the report there was the definition of sustainability.

"[Sustainability is] Development that meets the needs of the present without compromising the ability of future generations to meet their own needs." - Bruntland Report

Bruntland Report made a suggestion that each country would benefit from securing its natural resources and gaining continuous economic growth at the same time. Global equity, growth and environmental maintenance are not exclusive acts, but can be carried simultaneously. (Bruntland Report, 2008)



FIGURE 1. Sustainability is a balancing act between ecology, economy and society (Ioretobay, 2008)

The definition of Sustainable Development is challenging everyone to engage to development that has undeniable benefits. FIGURE 1 shows the very concrete and delicate balance between Economy, Ecology and Society that will together lead to a sustainable future. As an environment dependable enterprise, tourism industry would not only benefit from sustainable actions by preserving destinations, but it also has an opportunity to act as a good will ambassador promoting equity and sharing wealth. As can be seen in the previous chapters, the time for those actions is now, not in a distant future.

Sustainable development is a model that would enable a progress taking into consideration the environment, economics and social aspects. In other terms, acting environmentally responsible, or “green”, does not mean that people should go back to the Stone Age and forget all about the quality of life. Neither does it mean that travelling should be banned. It only means that ways of thinking should be changed and tourists, tour operators and governments should work together to preserve the wonderful things that we have in our world today worth visiting, so that they would also exist for the next generations as well.

3.1 Rio Declaration and Agenda 21

The relationship between tourism and sustainable development is very complex. True sustainable development can only be achieved with the cooperation of all stakeholders, namely national governments and administrative bodies (especially national tourism organizations), NGOs, tourism sector, the tourists and the host communities. (Rátz & Puczkó, 2002, 291-293)

While the Kyoto Protocol was the first wake-up call of the climate change, Rio Declaration on Environment and Development did the same for the sustainable development. Rio Declaration was a result from UN Conference on Environment and Development in Rio de Janeiro June 314,1992. It emphasized the human right to live a healthy and productive life in harmony with his environment. In the declaration's 27 principles peace, sustainable patterns of development and conservation of nature were raised to be in the very core of sustainability. (Rio Declaration on Environment and Development, 2008) Agenda 21 followed the Rio declaration and it is a comprehensive plan of action to be taken globally, nationally and locally by organizations of the United Nations System, Governments, and Major Groups in every area in which human behaviour impacts on the environment. More than 178 Governments adopted Agenda 21 and the Rio Declaration on Environment and Development. (Agenda 21, 2008)

3.2 Economic Sustainability

Tourism is a huge business and it has an impact on world economy, and vice versa. When the economy is growing, people tend to have more money to spend on travelling. FIGURE 2 shows that according to the UNWTO data in 2006 the most common reason to travel was leisure, recreation and holidays with 131 million arrivals. (Tourism Highlights, 2007)

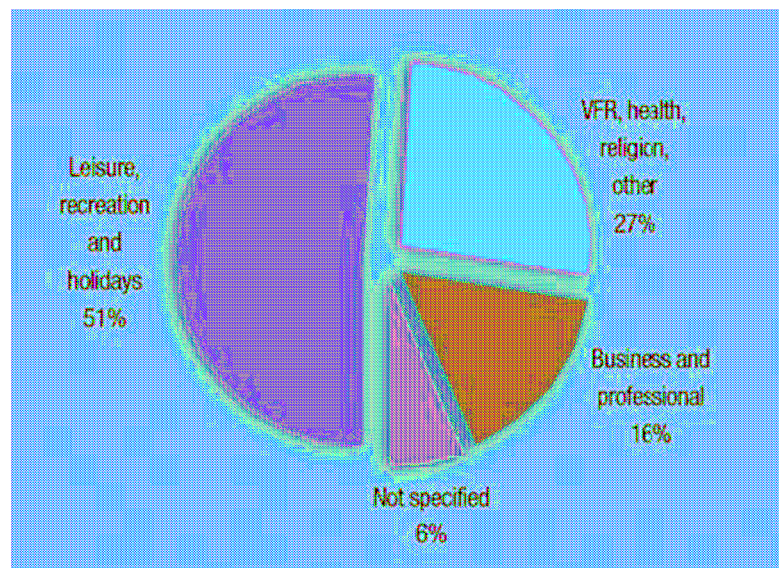


FIGURE 2. In 2006, just over half of all international tourist arrivals were motivated by leisure, recreation and holidays (51%) – a total of 430 million. Business travel accounted for some 16% (131 million), and 27% represented travel for other purposes, such as visiting friends and relatives (VFR), religious reasons/pilgrimages, health treatment, etc (225 million). The purpose of visit for the remaining 6% of arrivals was not specified. (unwto,2008)

For many destinations, visitor expenditure on accommodation, food and drink, local transport, entertainment and shopping is an important pillar of their economies, creating much needed employment and opportunities for development. According to the UNWTO some 75 countries earned more than US \$ 1 billion from international tourism in 2006. FIGURE 3 compares figures from 1990 to 2006 declaring the latter as the winner in international tourism receipts with hefty figure of 584 billion euros. (Tourism Highlights, 2007)

	International Tourism Receipts					Change		Change	
	(billion)					current prices (%)		constant prices (%)	
	1990	1995	2000	2005	2006*	05/04	06*/05	05/04	06*/05
Local currencies						6.5	7.7	3.2	4.3
US\$	264	405	474	676	733	7.5	8.3	4.0	5.0
Euro	207	310	513	544	584	7.5	7.3	5.2	5.0

FIGURE 3. UNWTO estimates that worldwide receipts from international tourism reached 584 billion euros (US\$ 733 billion) in 2006. (unwto, 2008)

3.2.1 Economic Benefits

Tourism generates income to the host economy. It is one of the top five export categories for 83% of the countries and is the main source of foreign exchange earnings for at least 38% of the countries. (Economic Development, 2008)

Tourism benefits the host society directly and indirectly. Direct contributions are generated by taxes from tourism related employment and businesses. Indirect contributions are generated by taxes and duties from goods and services supplied to tourists. The World Travel and Tourism Council estimates that travel and tourism's direct, indirect, and personal tax contribution worldwide was over US\$ 800 billion in 1998 - a figure expected to double by 2010. (Economic Development, 2008)

According to the UNWTO, tourism offers jobs to some 7% of the world's workers. Tourism creates jobs directly through hotels, restaurants, nightclubs, taxis, and souvenir sales, and indirectly through the supply of goods and services needed by tourism-related businesses. (Economic Development, 2008)

As tourism brings direct and indirect revenues to the host community, it can also raise the quality of life in general. Local governments may be motivated to improve water and sewage systems, roads, electricity, telephone and public transport networks to facilitate tourism but better infrastructure will also benefit the local people. (Economic Development, 2008)

3.2.2 Economic Costs

Many times developed countries can generate profit from tourism more effectively than poor ones. One reason for this is the leakage of revenue in various ways from the host community to external parties and exclusion of the local businesses and products from the tourism markets. It has been estimated that for every 100 US\$ only 5 US\$ actually stay in the destination economy in developing countries. (Negative Economic Impacts, 2008)

Import leakage occurs when the local producers are unable to supply the tourism industry. Especially in less developed countries the local food and beverages do not meet the tourist standards and as a result much of the tourist expenditure is used to pay for the imported foodstuffs and equipment. (Negative Economic Impacts, 2008)

Export leakage is the result from globalization and big international enterprises. Poor developing destinations do not usually have the capital to invest in construction and infrastructure to facilitate tourism activities. Investors from overseas finance the resorts and hotels and bring the profits back to their country of origin. For example St. Lucia on the Caribbean had a foreign exchange leakage rate of 56% from its gross tourism receipts in 1996 according to UN report. (Negative Economic Impacts, 2008)

All-inclusive vacation packages offer tourists everything they need for their stay whether in a resort or on a cruiser. A survey by The Organization of American States (OAS) revealed that despite their generated revenue, all-inclusive hotels do not share their wealth with local communities but rather import more and employ fewer people per dollar of revenue than other hotels. (Negative Economic Impacts, 2008)

Infrastructure to serve tourism is expensive. The question remains whether the costs should be paid by the government or the investors, those, who will actually be benefiting from the investment. Adding to the expenses the enterprises might demand for tax relieves from the government to boost their new, blossoming business. (Negative Economic Impacts, 2008)

It is not certain that the employment tourism brings along is permanent. Many jobs may be seasonal and they do not offer any security or even faint hope of employment for the next season. This brings along insecurity for the future. If the community grows depending on tourism and other exports are rare, fluctuations in world economy or natural disasters can have devastating results. For example In Gambia 30% of the work force relies directly or indirectly on tourism, in the Maldives the percentage is 83%. (Negative Economic Impacts, 2008)

3.2.3 Tourism Fighting Poverty

Poverty is a problem that has its roots in local and international domain. According to the UNDP 2006 Annual Report, 2.5 billion people live on less than US\$ 2 a day (About ST-EP, 2008). Agenda 21 declares that the struggle against poverty is the shared responsibility of all countries. A specific anti-poverty strategy is one of the basic conditions for ensuring sustainable development. An effective strategy for tackling the problems of poverty, development and environment simultaneously should begin by focusing on resources, production and people and should cover demographic issues, enhanced health care and education, the rights of women, the role of the youth and of indigenous people and local communities and a democratic participation process in association with improved governance. International support for the local programmes is crucial. (Agenda 21, 2008)



FIGURE 4.: Women artisans in Mali making bracelets for sale to tourists using recycled plastic materials (unwto. 2008)

ST-EP (Sustainable Tourism – Eliminating Poverty) initiative is the World Tourism Organization’s response to the challenge to eradicate extreme poverty by 2015, set by the United Nations. ST-EP initiative was launched at the World Summit on Sustainable Development in Johannesburg in 2002. It focuses on enhancing the Organization’s longstanding work to encourage sustainable tourism – social, economic and ecological – with activities that specifically alleviate poverty, delivering development and jobs to people living on less than a dollar a day. (About ST-EP, 2008)

WTO publication “Tourism and Poverty Alleviation: Recommendations for Action” presented the ST-EP Programme and its 7 different mechanisms through which the poor can benefit directly or indirectly from tourism. Mechanisms offer concrete actions, how to improve the local economy by employment, using local services and products and promoting direct sales of goods and services to visitors by the poor. FIGURES 4 and 5 are examples of ST-EP projects carried out in developing countries. FIGURE 4 is an example of entrepreneurship that benefits the local community directly. FIGURE 5 is an example of bringing the community and tourism together by using the local workforce in the service industry. (The Seven Mechanisms, 2008)

Furthermore the tourism industry as well as individual travellers can make direct donations. Tourists are often willing to give something back to the area they are

visiting if given a proper channel to do it. Many tourism enterprises are also committed to provide sponsorship to development initiative in the areas where they operate. The full list of the seven mechanisms and actions accompanying them can be found in *Appendix II. (The Seven Mechanisms,)*



FIGURE 5. Training session for a local community in Madagascar on hospitality services (unwto, 2008)

3.3 Ecology and Environmental Sustainability

When talking about sustainability, environment and its preservation are in the very core of the whole concept. The planet we live in also supports us and thus no one can survive very long without a true balance with their living surroundings. The use of natural resources that promotes productivity by allowing time to heal and renew is sustainability. It is a question of having some but also leaving some for the people coming after us.

In tourism sustainability is a difficult concept among tourists. The mere idea of visiting places is fostering the idea of short-term time span: “I am here now and I am entitled to this experience before I return home”. That is the reason why so many places are losing their natural beauty just because of all the visitors that need to have the ultimate experience. This can cause friction between the tourists and local people who can heavily depend on the same environment tourists use for recreation. This can also promote poverty that was discussed in the previous chapter. Luckily the local people are making their voices heard and

gradually it has been seen that not all naturally beautiful places have to be harnessed for tourism. Also many tour operators see the damaging results from uncontrolled mass tourism and are starting to plan more sustainable trips for the destinations and educating the travellers before they leave their homes. Tourism industry has a priceless opportunity to, by supporting local communities to protect their environment and reducing the environmental impact of tourism, grow awareness and at the same time gain positive press.

The concept of environment includes the habitat that we live in. It can be divided into five categories that are all affected directly or indirectly by tourism. They are also distinctly different and require planned sustainable management.

The categories are as follows:

1. The natural environment:

- Mountainous areas
- Seas
- Rivers and lakes
- Caves
- Beaches
- Natural woodland

2. Wildlife:

- Land based mammals and reptiles
- Flora
- Birds
- Insects
- Fish and marine mammals

3. The farmed environment:

- Agricultural landscape
- Man made forests
- Fish farms

4. The built environment:

- Individual buildings and structures
- Villages and townscapes
- Transport infrastructure, e.g. roads and airports
- Dams and reservoirs

5. Natural resources:

- Water
- Climate
- Air

(Swarbrooke 1998, 50) (Swarbrooke 1998, 50.)

3.3.1 Natural Resources and Environment

Fresh water is probably the scarcest and most needed natural resource in the world and the lack of it is immediately devastating. Many developing countries are located on warm climate where water resources are not limitless to begin with. Tourism industry offers facilities for the tourists that require the use of water. Swimming pools, golf courses and personal use of water by tourists may result in water shortages and greater volume of wastewater. In warmer climates, such as Mediterranean, water use of tourists can be double compared with the use of local people, up to 440 litres a day. An average golf course in a tropical country such as Thailand needs 1500 kg of chemical fertilizers, pesticides and herbicides per year and uses as much water as 60,000 rural villagers. (Environmental Impacts of Tourism, 2008)

In developing countries the local resources may already be just barely supporting the local community. Tourism can create a great pressure on the already weak supply of goods. Bringing the needed goods from further away covers the possible shortage. The ability to meet the high expectations of the tourists creates great environmental pressure. (Environmental Impacts of Tourism, 2008)

Need for building material and land for accommodating and recreation all induce the use of land resources. They can be named as minerals, fossil fuels, fertile soil, forests, wetland and wildlife. Tourism industry needs energy to run the business as well as the place to do it. Renewable and non-renewable resources are used and scenic landscapes are filled with buildings or used to build and support construction. (Environmental Impacts of Tourism, 2008)

3.3.2 Pollution

Pollution of the living environment is caused by various tourism activities. Solid waste and littering are visible trail of visitors, transportation of mobile travellers create noise and air pollution. Climate change is an evident result from energy related CO₂ emissions and has been covered earlier in this Thesis, but locally air

pollution causes acid rain, which again can pose a serious threat to historical buildings and archaeological sites. Noise pollution has direct consequences on natural environment and for example snowmobiles in winter can cause animals to alter their natural activity patterns. (Environmental Impacts of Tourism, 2008)

Areas with high concentration of tourists usually tackle with serious waste problems. Solid waste and littering spoil the natural environment and can cause the death of marine animals. Construction of hotels often leads to increased sewage pollution. Wastewater is lead directly to natural waters and it has polluted seas and lakes around tourist attractions, damaging flora and fauna. (Environmental Impacts of Tourism, 2008)

3.3.3 Physical Impacts

“Every year in the Indian Himalaya, more than 250,000 Hindu pilgrims, 25,000 trekkers, and 75 mountaineering expeditions climb to the sacred source of the Ganges River, the Gangotri Glacier. They deplete local forests for firewood, trample riparian vegetation, and strew litter. Even worse, this tourism frequently induces poorly planned, land-intensive development.” (Environmental Impacts of Tourism, 2008i)

Physical impacts are result from tourism development and activities. The most vulnerable areas are usually the most attractive ones for both, tourists and developers. Alpine regions, rain forests, wetlands, mangroves, coral reefs and sea grass beds are ecologically fragile and most threatened with degradation. Wildlife habitat and scenery are threatened by construction and development of infrastructure. Ski slopes often require clearing of the forests and wetlands are dried to acquire more land to construction. (Environmental Impacts of Tourism, 2008)

Boating and cruising are popular holiday activities, especially in warm seas like Mediterranean. Coastal development and marina construction can have serious consequences and cause changes in currents and coastlines. Delicate

ecosystems like coral reefs and mangroves are endangered due to extraction of building materials such as sand. (Environmental Impacts of Tourism, 2008)

“There are 109 countries with coral reefs. In 90 of them reefs are being damaged by cruise ship anchors and sewage, by tourists breaking off chunks of coral, and by commercial harvesting for sale to tourists. One study of a cruise ship anchor dropped in a coral reef for one day found an area about half the size of a football field completely destroyed, and half again as much covered by rubble that died later. It was estimated that coral recovery would take fifty years.” (Threats to the health of the oceans, 2008)

Over building and extensive paving can result in destruction of habitats by interfering land sea connections. One example is the sea turtle, already endangered in many parts of the world that is losing its natural nesting spots due to human activity. (Environmental Impacts of Tourism, 2008)

Tourist activities can have devastating consequences if not restricted and controlled. For example when masses of tourists visit a spot or hike, the vegetation and soil will get trampled. This will lead to erosion and loss of biodiversity. The damage is worse when the visitors stray off from the established trails. (Environmental Impacts of Tourism, 2008)

The consequences to the natural environment can be listed as follows:

Trampling impacts on vegetation

- Breakage and bruising of stems
- Reduced plant vigour
- Reduced regeneration
- Loss of ground cover
- Change in species composition

Trampling impacts on soil

- Loss of organic matter
- Reduction in soil macro porosity
- Increase in run off
- Accelerated erosion
- Decrease in air and water permeability

(Environmental Impacts of Tourism, 2008)

Sea activities are a great fun and a tourist attraction by its own. Unfortunately many such activities take place in fragile marine ecosystems. Anchoring, snorkelling, sport fishing and scuba diving, yachting and cruising can cause direct degradation of marine ecosystems. (Environmental Impacts of Tourism, 2008)

Especially in Africa wildlife viewing on safaris is a growing tourist activity. Even though it is much more acceptable than hunting or even worse, poaching, it still has consequences on ecosystems. Wildlife viewing can bring stress for the animals, especially since they are often accompanied by noise from vehicles on the ground and air. This puts high pressure on animal habits and behaviours and tends to bring about behavioural changes. In some cases, as in Kenya, it has led to animals becoming so disturbed that at times they neglect their young or fail to mate. (Environmental Impacts of Tourism, 2008)

3.3.4 Conservation

Agenda 21 declares that the environmental resources have to be conserved in order to enable survival and development. Land use, deforestation, desertification and pollution all are result from human activity and threaten the biological diversity. In the government level conservation of fragile ecosystems and promoting sustainable agriculture and waste management are in the key role when pursuing to sustainable future. Tourism can support the efforts of the developing country by emphasizing and demanding environmentally sound practices from its business partners, by donating to projects and part-taking international initiatives. For example sound environmental management of tourism facilities and especially hotels can increase the benefits to natural areas. (Agenda 21, 2008)

Tour operators have the opportunity to increase the awareness of the environmental problems and thus increase appreciation towards the environment and local preservation efforts. This may lead to environmentally conscious behaviour and activities from tourists. Tourists and tourism-related businesses

consume an enormous quantity of goods and services. The tourism industry can play a key role in providing environmental information and raising awareness among tourists of the environmental consequences of their actions and purchases. (Environmental Conservation, 2008)

Tourism can significantly contribute to environmental protection, conservation and restoration of biological diversity and sustainable use of natural resources. For example In the Great Lakes region of Africa, mountain gorillas, as portrayed in FIGURE 6, one of the world's most endangered great apes, play a critical ecological, economic and political role. Their habitat lies on the borders of north-western Rwanda, eastern Democratic Republic of Congo and south-western Uganda. Despite 10 years of political crisis and civil war in the region, the need for revenue from ape-related tourism has led all sides in the conflict to cooperate in protecting the apes and their habitat. (Environmental Conservation, 2008)



FIGURE 6
Mountain Gorilla
(unep. 2008)

“Establishment of a gorilla tracking permit, which costs US\$ 250 plus park fees, means that just three habituated gorilla groups of about 38 individuals in total can generate over US\$ 3 million in revenue per year, making each individual worth nearly US\$ 90,000 a year to Uganda. Tourism funds have contributed to development at the local, national and regional level. The presence of such a valuable tourism revenue source in the fragile afromontane forests ensures that these critical habitats are protected, thus fulfilling their valuable ecological function including local climate regulation, water catchments, and natural resources for local communities.” (Environmental Conservation, 2008)

3.4 Socio-Cultural Sustainability

Since tourism has become the entertainment of everyman, instead of just rich and famous, the tendency is that people travel to destinations that are economically less developed and thus “cheaper”. An ordinary person feels special and wealthier than home and the destination is described as “wonderful, cheap, un-spoilt” when in reality it is beautiful but underpaid and poor. Socio-cultural sustainability in a way completes the circle that begun with economy,

continued with the environment and now ends with the people who live in destinations and invite visitors to drop by. The interaction between tourists and hosts is not always conflict free and has raised serious ethical questions.

Problems arise when the indigenous identity is threatened by the changes in the value system induced by tourism. Changes often occur in the community structure, family relationships, collective traditional life styles, ceremonies and morality. Tourism can have also positive impacts as it can support peace, foster pride in cultural traditions and create local jobs hence slowing urbanization. (Socio-cultural Impacts of Tourism, 2008)

3.4.1 Loss of Identity

Tourism at its best is an exchange of ideas and cultural points of views. It can promote peace and respect between cultures. Sadly in many cases tourism has not settled for the role of observer but of enforcer. People visiting popular destinations are not interested in cultural exchange anymore but rather want to have the same services and benefits as they have in their home countries, but cheaper of course. Tourists bring their own cultures, habits and religions with them and assume that they are immediately accepted and respected. The local culture does not enjoy the same treatment on the tourists' behalf. As a result the religious rituals, traditional ethnic rites and festivals are sanitized to conform to tourist expectations and entertainment. (Socio-cultural Impacts of Tourism, 2008)

Tourists are far from the explorers of the old days and really not ready for something completely different. Today for example American tourists seem to be expecting to be able to have a BigMac wherever they travel to. Fear of foreign food, drink, accommodation, and landscape force destinations to offer well-known fast-food restaurants and hotel chains. Tourists are not really interested in the culture of the destination and just want a glimpse of the local atmosphere, but it does not stop them from demanding souvenirs, arts, crafts and cultural manifestations, if modified to their taste. The local craftsmen adapt and respond

to the growing demand by making changes in design of their products to bring them in line with the customer tastes. (Socio-cultural Impacts of Tourism, 2008)

3.4.2 Culture Clashes

Tourism brings together people who would not otherwise meet. Cultural, ethnic and religious differences that lead to different values, lifestyles and languages may cause friction. Tourism will always bring changes to the culture that can be acceptable, but can turn exploitative. The attitude of local residents towards tourists can vary between euphoria, when tourists are welcomed with open arms, to antagonism, when anti-tourist attitudes arise. (Socio-cultural Impacts of Tourism, 2008)

The attitude towards tourists can be linked in many cases to the tourist behaviour. With lack of interest in the host culture and community tourists fail to respect local customs and moral values. Tourists usually also come with different consumption habits, throwing money around and keeping up behaviour that would not even be acceptable in their home countries. (Socio-cultural Impacts of Tourism, 2008)

3.4.3 Battle of Space

Social stress evolves from the battle of water and space. Tourism needs space and resources that are taken from the most beautiful and pristine places in the destination, that used to be in the use of local people. This is especially the case in the coastal zones, beaches and islands that are developed for tourist use and taken from the traditional land use. Indigenous people with their needs in such destinations are most often the losers in the comparison with tourist revenue. (Socio-cultural Impacts of Tourism, 2008)

For example in Goa, India's smallest state, the years of mass tourism have taken its toll. Water shortages and electricity shortages have occurred because of the demand placed on the infrastructure from large hotels; waste disposal systems are overrun; transport systems are inadequate; the water pipeline meant for locals has been taken over by hotels; tourists on several occasions have been beaten up by villagers and so on and so on. The list seems endless. (Fennel 2005, 3)

3.4.4 Ethical Concerns

Urbanization, hope for quick money and loosening morals create fertile grounds for more serious tourism related problems in developing countries. Crime rates increase with the growth and urbanization of an area. Growth of mass tourism is often accompanied by increased crime. Tourists with a lot of money, jewelry and expensive cameras and other items lure criminals to the holiday destinations. (Socio-cultural Impacts of Tourism, 2008)

Children are often employed in the tourism sector in conditions that leave much to desire. Harsh environment, long hours and low pay are offered to an estimated 10 to 15 per cent of all employees in tourism, each of them children and young people under the age of 18. Child labour is common both in developed and developing countries according to ILO (International Labour Organization). (Socio-cultural Impacts of Tourism, 2008)

Prostitution and Sex Tourism

Commercial sexual exploitation of children and young women has been a phenomenon around tourism globally. Tourism provides an easy access to prostitution and creates a network of pimp taxi drivers, hotel staff, brothel owners, entertainment establishments, and tour operators who organize package sex tours that support sex tourism. (Socio-cultural Impacts of Tourism, 2008)

Certain tourism destinations have become centers for this illegal trade, frequented by paedophiles. Lure of easy money has caused young people, including children, to trade their bodies in exchange for t-shirts, electronics, and even plane tickets. In some cases children are trafficked into the brothels on the margins of the tourist areas and sold into sex slavery, very rarely earning enough money to escape. (Socio-cultural Impacts of Tourism, 2008)

According to ILO, for example in Cuba most of the "jineteras" (prostitutes) are minors, and just one "client" represents in dollars the equivalent of three months of a teacher's salary. In Cambodia, more and more young girls are employed in cabarets and "karaoke" frequented by Chinese and occidental visitors. It is estimated that two million children in the world are victims of sexual exploitation for profit, and that tourism is partly responsible for this. (Seeking socially responsible tourism, 2001)



Sexual exploitation is a worldwide phenomenon. ECPAT (End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purpose) is an international organization whose main goal is to combat the commercial sexual exploitation of children.

The organization started from a non-profit campaign of social workers in South-East Asia and today it has representation in 50 countries. ECPAT actively promotes child rights and bring the problem to public knowledge through various means so that constructive action can be taken against child sex trade. (Code of Conduct for the Protection of Children, 2008)

3.4.5 Cultural Exchange

As mentioned earlier, tourism can contribute to positive developments. Employment recreation, income redistribution and poverty alleviation can be result from positive progress of tourism in the destination area.

Even if some people refuse to take the time to familiarise with the new cultures in their travels, there are still those who benefit from tourism and its educational

element. Cultural exchange between hosts and guests can foster understanding and mutual sympathy towards different cultures. Sympathy and understanding can lead to a decrease of tension in the world and thus contribute to peace. (Socio-cultural Impacts of Tourism, 2008)

Tourism creates jobs to areas that would otherwise suffer from migration and can thus strengthen especially rural and otherwise remote communities. Facilities and infrastructure built for tourists can benefit the local people as well. Tourism encourages people to evaluate their culture and traditions and foster pride. This can lead to conservation of cultural and historical traditions and natural resources. (Socio-cultural Impacts of Tourism, 2008)

Positive consequences of tourism can arise when it is practiced and developed in a sustainable and appropriate way. Local involvement is essential. A community involved in planning and implementation of tourism has a more positive attitude, is more supportive and has a better chance to make a profit from tourism than a population passively ruled - or overrun - by tourism. One of the core elements of sustainable tourism development is community development, which is a process and a capacity to make decisions that consider the long-term economy, ecology and equity of all communities (Socio-cultural Impacts of Tourism, 2008)

4. From Good Deeds to Action

As mentioned several times in the previous chapters, things need to change from “business as usual” into sustainable and they need to change now. Sustainability is concerning more and more all aspects of lives at home. People are encouraged to recycle and commute, buy hybrid cars and energy saving appliances. Travelling should not be any different and it should be able to offer same kinds of choices to consumers.

Air travelling is still the fastest way to cover long distances, but new technologies enable other means of travelling to compete with it. For example in Europe new bullet trains are becoming faster and more reliable than flying when travelling from a metropolis to another. The French TGV train holds the current speed record, 574,8 kilometres per hour in test conditions. Passenger trains between Paris and Frankfurt already travel 320 km/h in France but after the German border the speed is reduced to 200 km/h. Nevertheless, the current travel time with the new train connection is 2,5 hours shorter than what it used to be. It is obvious that this trend is a serious threat to aviation within Europe. Currently there are 5.000 kilometres of railroad that is suitable for the new bullet trains. If the Commission with European railroad companies comes to an agreement, within 10-20 years trains will be travelling 350 km/h around Europe. Already bullet trains move people from Paris to Brussels in 1h and 22min. Even with the increased speed and travel comfort, train is considerably more environmentally conscious. While airplane consumes approximately 7 litres of petrol per passenger per 100 kilometres, the number for train is only 2,5. When calculated in carbon dioxide emissions the numbers are for airplanes 17kg/passenger/100km, and for trains only 4kg/passenger/100km. (Kovaa kyytiä kiskoilla, 6/2008, 26-33)

Gradually the alternatives do exist, but the question remains whether people really care when it comes to leisure. After all, a vacation is time for personal search of relaxation or adventure without any worries what so ever. People pay a

great deal of money to get away from the stressful everyday life to a place that has no schedules and routines. Why should they waste one thought to the environment when they are away from home only one week and can care about the environment for the rest of the year. 51 weeks of recycling and commuting should buy one week without any fuzz, should it not?

The next chapter introduces a questionnaire conducted among Aurinkomatkat customers. Aurinkomatkat is a prestige tour operator with over 40 years of experience in Finland, and responsible approximately 30% of all travel packages sold a year (Ahtola 2003, 41). AM has also realized the ethical responsibility as a tour operator and is actively working in collaboration with international organizations as well as towards internal sustainability.

4.1 International Collaboration

Aurinkomatkat is involved with international cooperation with the Tour Operators' Initiative (TOI). It is a multinational organization launched in Berlin on March 12, 2000, and supported by the United Nations Environment Programme (UNEP), the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the World Tourism Organization (UNWTO). Cooperation partners include ECPAT, and WWF. (The Launch, 2008)

The mission of the Initiative is to advance sustainable development and management of tourism by encouraging tour operators to make corporate commitment to sustainable development. According to TOI, tour operators have a unique opportunity to raise awareness and understanding of the tourists on the effects they can have on the places they visit. (Mission and Objectives, 2008)

TOI recognises the need for cooperation with all stakeholders and the strong link between the tour operators and the destinations. By launching a Pilot project to develop cooperation between tour operators and local community with several destinations TOI has set an example of a project that has benefits to the hosts as

well as to the tourism experience in these locations. On its website TOI also promotes its publications, good practices in tourism, projects that have been launched by their members in the news section and other concrete actions taken by TOI or its members. This far 18 tour operators internationally have signed the TOI's Statement of Commitment to Sustainable Tourism Development. (About TOI, 2008)

4.2 Corporate Commitment

When one opens the Aurinkomatkat website, www.aurinkomatkat.fi, the front page looks like any other page of a tour operator: an appealing video, price reductions, search engine for trips, but also a tab to the Sustainable Development Program. A novelty since July 4 on the website is the brand new emission calculator that gives an opportunity to find out how much carbon dioxide a flight would emit.

Behind the tab Sustainable Development Program opens up a menu that will provide information for occasional traveller. Aurinkomatkat declares that it is the future generations' right to be able to enjoy travelling and the versatility that the world has to offer. Thus Aurinkomatkat, according to their website, have launched several projects to improve their sustainability, in the spirit of the commitment given to TOI.

These actions include for example


- Making the internal actions sustainable by following ten simple rules that encourage towards making the activities more efficient, turning the business transparent and reusing and recycling in the office.
- Educating the tourist by explaining the concept of sustainable tourism and by giving examples of concrete actions that can be done prior, during and after the trip.
- By giving an overview to the sustainable development and projects Aurinkomatkat has engaged in the destinations.

In addition Aurinkomatkat has rated all their 800 destination hotels using “Sustainability Checklist” and awarded the hotels accordingly with drop symbols. The rating tells how well the hotel has taken sustainability into account in their business. The following questionnaire emphasises the drop rating and its familiarity among the existing customers of Aurinkomatkat.

4.3 Drops, Trees and Leaves

The Aurinkomatkat drop rating is surely a novelty in the Finnish tourism scheme. Similar ratings do exist. Especially so-called Eco-tour operators can take the rating quite far and educate customers well about the consequences of their trip and how to reduce them. Some examples will be introduced in the following.

Sustainability Scorecard

Environmental Footprint 
 Community Connection 
 Architectural Conservation 

The Good Travel Co. has sustainable travelling at the core of their business. The offices are located in Dublin, Ireland and Eveleigh, Australia. On their website they offer hotels, trips and (hybrid) car

rentals that are economically sound and located around the world. Hotels are rated using three sets of stars, namely:


- Environmental footprint
- Community connection
- Architectural conservation
-

Overall, The good Travel Co. seems to be a company that is serious when delivering customers their guilt-free vacation. (goodtravelcompany. 2008)



US based environmentallyfriendlyhotels.com is offering similar information in the form of trees. One to seven trees rate the sustainability in a hotel. In addition to tree-rating on the website they offer the customer a possibility to search for a hotel that, along with city and location, has the desired “green

values” in hand. For example the customer can look for a hotel that offers organic food, has recycling bins and educates guests to “green”. The hotels are mostly in the US and in the tropics. General information about the basis for the tree-rating is rather limited but information about sustainability is very well available. (environmentallyfriendlyhotels. 2008)

 Istaygreen.org, another US based corporation, has introduced a similar rating system using leaves. The rating categories are nowhere to be found but the website offers its services around the world. The customer has a possibility to look for all hotels in the destination or alternatively only the leaf-rated. The website does offer some information about sustainability in general. (istaygreen. 2008)

5. The Questionnaire and the Results

The purpose of the questionnaire was to look into the customers' point of views about sustainable development in tourism. Above all, the questionnaire tested the familiarity of AM drop rating and Sustainable Development Project among existing clientele of Aurinkomatkat and their attitude towards it.

5.1 Implementation

The questionnaire was designed by the author and it was implemented in Finnish online by Aurinkomatkat. The questionnaire in whole, translated into English, can be found in *Appendix III*. A link was sent via e-mail to AM customers and it redirected the respondents to the actual questionnaire. The link was sent on June 5th 2008 and the questionnaire was closed on June 30. As an incentive AM announced a lottery among the attendees. The prize was a voucher worth 100 €, eligible to be used on a purchase in Aurinkomatkat.

The e-mail was sent to 5104 customers who had joined the mailing list on the Internet or during a holiday reservation process. The questionnaire had 1445 answers of which 1442 were valid. The response rate was 28.3%.

The questionnaire was divided into four parts that gathered information about

- Background and family
- Recycling habits and the attitude to ecological consuming
- Customer relationship with Aurinkomatkat and preferred ways to choose a trip and the destination hotel
- Familiarity of drop rating and the attitude towards it

5.2 Results

Background and Family

This group of questions was designed to gather information about the demographics of the customers.

The gender is one of the basic questions in questionnaires and useful when comparing answers between the sexes. Also the age is important. That puts answerers to a demographic map. Questions 3, 4 and 5 were designed to find out how many families with children were among the responses and how that would affect the answers.

1. Gender

Female/male

2 Year of Birth

3 How many persons are there in your household? (You included)

4. How many of them are between 6-17 years of age?

5. How many of them are younger than 6 years old?

Of all respondents 64% were female and 36% male. The respondent age was distributed roughly to five categories:

- Minors that are under 18,
- Young adults between 18 and 29
- Adults from 30 to 44
- Adults from 45 to 64
- Over 65 who are retired

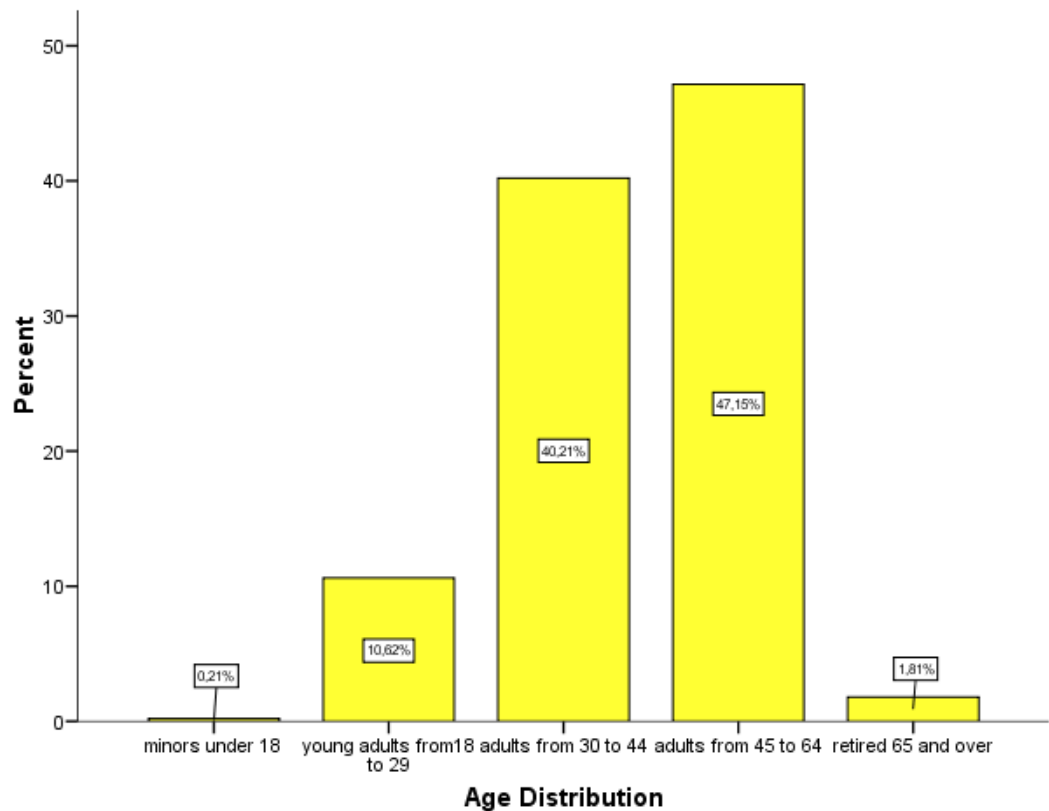


FIGURE 7. Age distribution

As can be seen from the FIGURE 7, most of the respondents were adults from 30 and emphasizing the latter group of 45 to 64 years old. Demographically this would include a group of people with established lifestyle and steady income. People in these two age groups are usually graduated and in working life, which probably increases the amount of available income.

As can be seen from FIGURE 8, most of the respondents lived in two-person households. In most cases the members of a two-person households were both adults.

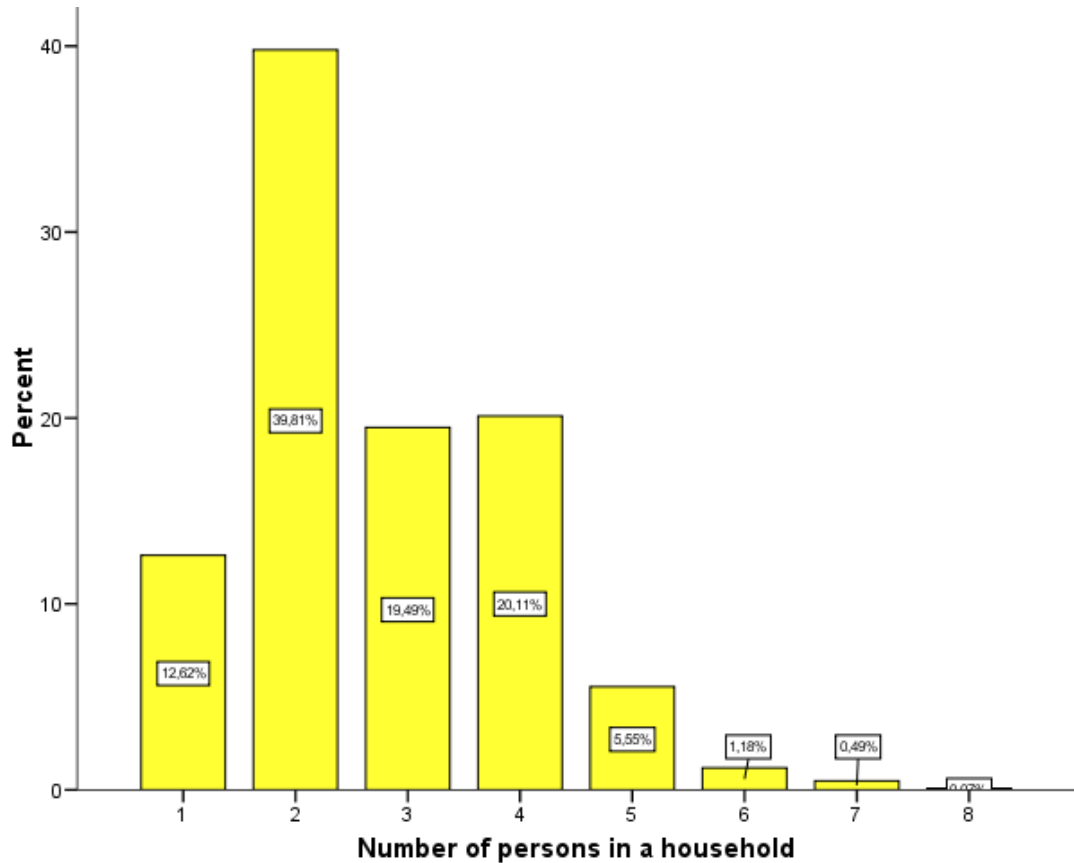


FIGURE 8. Number of persons in a household.

When compared the number of persons in a household with different age groups as in FIGURE 9, it can be clearly seen that most of the Aurinkomatkat customers were over 45 years old, not yet retired, lived in a two-person household and thus had probably dispensable income. These facts enabled them to become (repeat) customers of Aurinkomatkat.

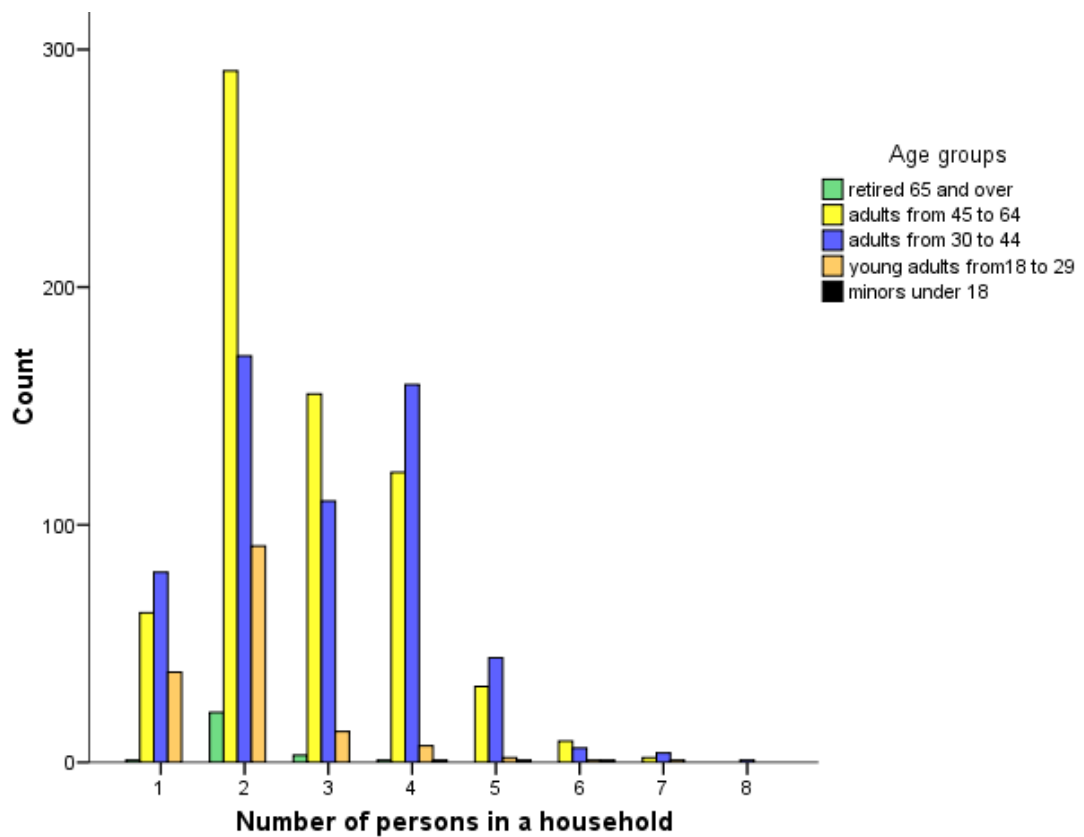


FIGURE 9. Number of persons in a household compared with different age groups.

When it comes to the number of children, of all respondents only 6.9% had a child younger than 6 years old. Only approximately two percent had 2 or more children under 6 years old. One possible reason for the small number of families with small children could be the limited income when one of the parents stays at home. This reduces the available annual family funds and limits possibilities to buy holiday packages.

On the other hand, 40% of the respondents had children over 6 years old. Families are a huge market segment for tour operators. A trend to travel with older children is likely due to increased income of two working parents while children grow more independent and start school. Having children also usually sets new requirements to the holiday destinations. Instead of choosing the adventure holiday, parents tend to take children to a safe environment with good standards of hygiene and suitable entertainment.

Recycling Habits and Attitude to Ecological Consuming

Recycling and consuming habits were at the core of the questionnaire. Some people recycle as much as they can and buy organic food and thus feel that they can make a difference. Some respondents might not be that enthusiastic. This is probably reflected from the answers so it is important to see how the environmental issues are considered in everyday life before the answers concerning holiday can be interpreted correctly. It would be quite safe to assume that people who are not considerate at home will not change their habits in the holiday environment. It would be much more interesting to see how those who do care at home would change their habits when travelling to an environment that represents freedom from the routines.

Question 6 was a straightforward question about the respondents' sensitivity towards ecological and ethical consuming. In Finland the recyclable items mentioned in Question 7 are common and public recycling points usually are within reasonable distance in the sub-urban, city centres and supermarkets. Thus recycling is only a matter of habit and requires a certain level of commitment.

6. Does an ecological alternative influence your decisions to buy product or service? (For example biologically degradable/ recyclable packages, organic- and/or fair trade products)

- 1. Not at all. I buy what I want*
- 2. Very rarely*
- 3. Yes, I prefer ecological alternative, especially if it is not that much more expensive than the "regular" choice.*
- 4. I always choose the ecological alternative whenever it is possible, regardless of price.*

7. Our household usually recycles (you can choose more than one option)

1. Nothing
 2. Newspapers
 3. Cardboard
 4. Milk and juice containers
 5. Metal
 6. Glass
 7. Toxic waste (batteries, bar lights, paint)
- Other? What?

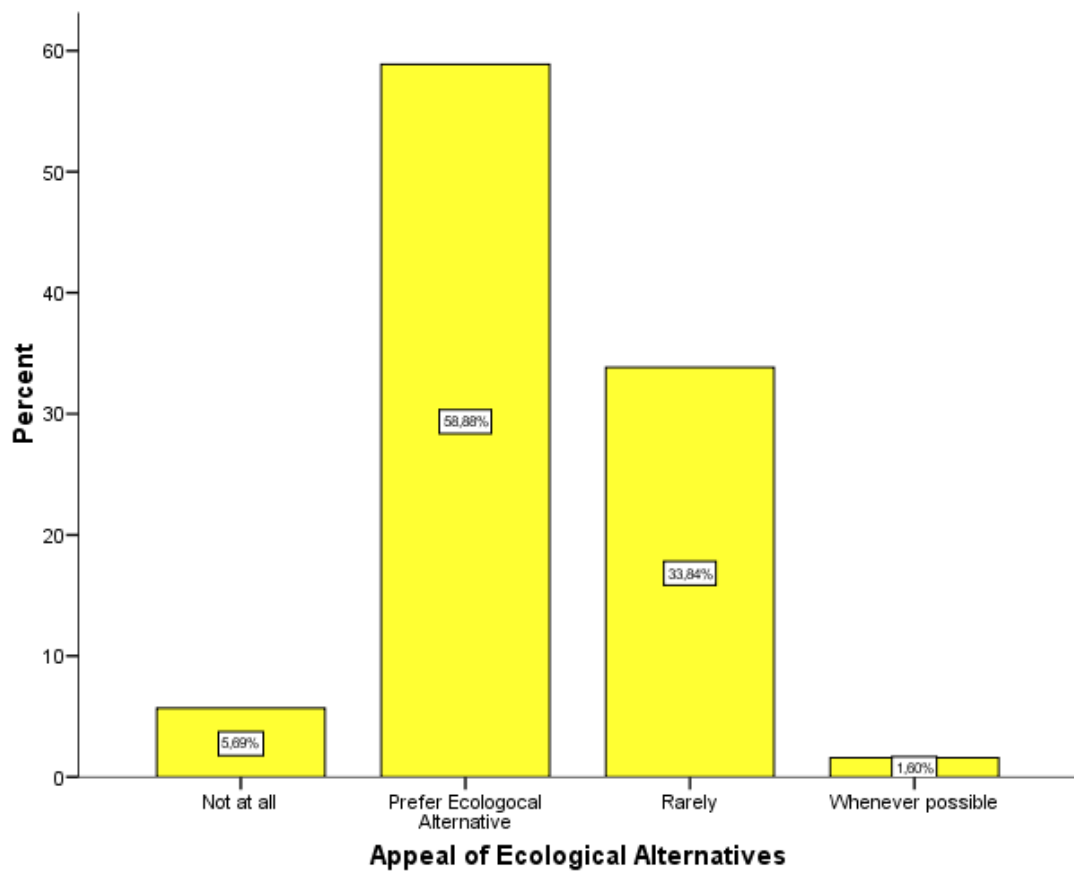


FIGURE 10. Appeal of ecological alternatives.

In their daily lives AM customers seemed to be quite concerned of how they spend their money and how they recycle. FIGURE 10 shows that of all respondents 58.9% would have preferred the ecological alternative if it had not been considerably more expensive than the regular product. This might indicate that if ecological or ethical products were advertised and given more shelf-space, they might also be picked up more often. 33.8% said that they buy ecological products only rarely. One could wonder if availability and visibility

would bring the sales up also in the organic and fair trade segment in the latter group, too. It should be kept in mind that the AM customers, according to the previous question did have the opportunity to choose in stores between brands and buy the slightly pricier organic alternative if made available.

When recycling waste, which has in Finland a very good network, AM customers were setting an example. Out of 1 445 respondents only 16 said that they were not recycling anything.

It was no surprise that the newspaper, as seen in TABLE 3 was the most common recycled item. It has been in recycling the longest. Some households recycled other waste but not newspaper. It could be possible that newspaper is in these cases maybe burned in fireplaces and ovens. Milk and juice containers are new in recycling loop and that might have been the reason for the slowest recycling pace.

TABLE 3. Recycling frequency

	Responses		Percent of Cases
	N	Percent	
Nothing	16	,2%	1,1%
Newspaper	1404	20,3%	97,4%
Cardboard	1161	16,8%	80,5%
Milk and juice containers	768	11,1%	53,3%
Metal	848	12,3%	58,8%
Glass	1150	16,7%	79,8%
Toxic waste	1244	18,0%	86,3%
Other	312	4,5%	21,6%
Total	6903	100,0%	478,7%

Other objects that people mentioned being recycled were bio-waste (composting), clothes, medicine, toys, furniture, home electronics, bottles, plastic, and energy waste. All this would strongly indicate that people do want to do something for their environment if given a chance.

Customer Relationship with Aurinkomatkat and Holiday Buying Habits

These questions also threw light on the background of tourists and habits of the customer. Question 8 revealed how much the respondents had travelled. Question 9 also provided information about the preferred way of booking, which would also be the best way to deliver information. Number 10 gave an idea of how people made their hotel selections and what they considered important.

8. As a customer of Aurinkomatkat I have

- 1. Visited the website and joined mailing list. I have not yet used other services.*
- 2. I have been on Aurinkomatkat late deal*
- 3. I have taken an Aurinkomatkat – holiday package. To where?*

9. I would rather book my trip

- 1. Using the Internet. It is so easy*
- 2. Browsing the Lomaopas and making the reservations by phone. I feel more secure when I have an opportunity to speak with living person.*
- 3. Visiting Aurinkomatkat office. It is nice when you can ask questions and compare options with a help from a professional*

10. To me the most important factors when choosing holiday are (choose one or two option(s))

- 1. The Price, I prefer late deals*
- 2. Recommendation from an acquaintance. Destination and the hotel are well tested.*
- 3. Security, I always choose the same familiar destination with good services in a close range.*
- 4. The star rating of the hotel. On my holiday I do not mind paying for luxury.*
- 5. Cleanliness. The accommodation does not need to be four stars if the surroundings are clean and the beaches, nature and the streets are free from litter.*
- 6. Else, what?*

FIGURE 11 shows that 95.8% of the respondents were Aurinkomatkat customers already. Quite many of the respondents seemed to be regular customers with several trips with Aurinkomatkat to various destinations. This might indicate that customers are quite happy with AM services and find it to be a reliable tour operator to explore the new places with.

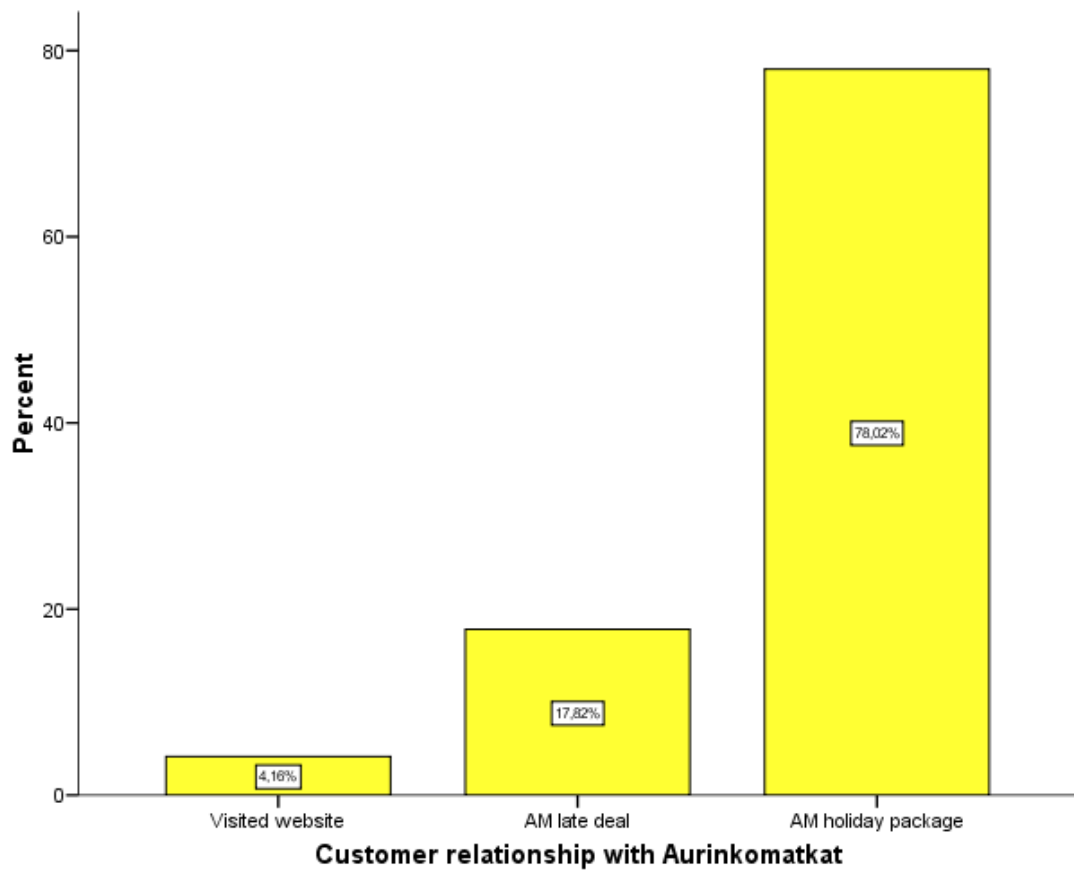


FIGURE 11. Customer relationship with Aurinkomatkat

Question 9 asked the customers about their booking habits. Booking is the most important step for the traveller and the defining moment for the tour operator. If booking is difficult and the terms of cancellation impossible there will not be repeat buy. Aurinkomatkat customers seemed to be pleased with the booking procedures of Aurinkomatkat. As can be seen from FIGURE 12, the Internet was the most popular mean of booking with 86.3% rating. This could be translated into reliability of the tour operator; people know that the company behind the Internet site can be trusted and the information provided is accurate. Phone booking (8.7%) and visiting the office (5.1%) did not come even close in popularity compared to the Internet (86.3%) in this questionnaire.

These answers might be skewed due to the method of the questionnaire distribution. Since the survey was implemented online, it might reflect on the answers. People who did answer the questionnaire are already familiar with computers and know how to operate on the Internet. If the questionnaire had been distributed as hard copies through the AM offices, the percentages might have been in different proportions.

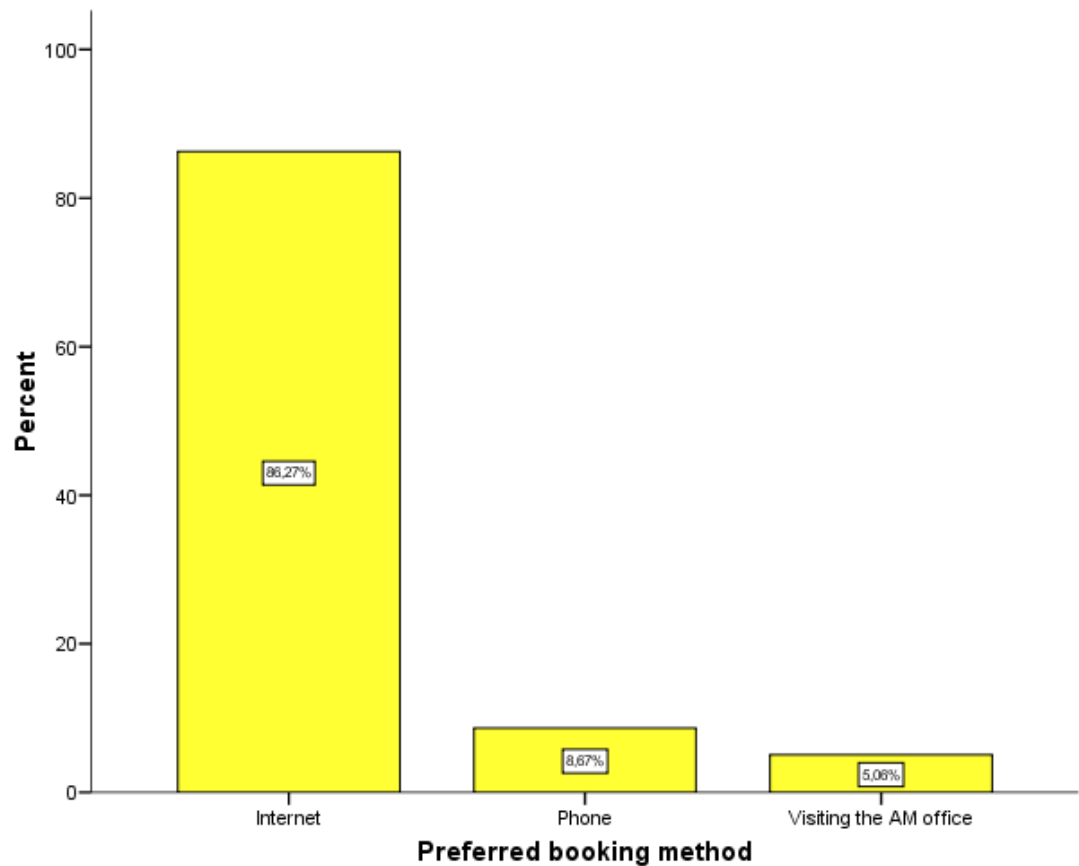


FIGURE 12. Preferred booking method.

Table 4 is referring to the answers from question 10 and it shows that Aurinkomatkat customers valued clean hotels above everything. 59% of the respondents chose cleanliness as one of the most important hotel selection criteria. Price consciousness seemed to be the strongest among young adults. Within the age group between 18 and 29, 59.5% marked price as one of the most important selection factors.

TABLE 4. Cross tabulation between hotel selection criteria and age groups

Selection criteria		Age groups					Total
		Retired 65 and over	Adults from 45 to 64	Adults from 30 to 44	Young adults from 18 to 29	Minors under 18	
Price	Count	7	178	174	91	2	452
	% Within Age groups	26,9%	26,3%	30,1%	59,5%	66,7%	
	% of Total	,5%	12,4%	12,1%	6,3%	,1%	31,5%
Recommendation	Count	2	72	74	21	0	169
	% Within Age groups	7,7%	10,7%	12,8%	13,7%	,0%	
	% of Total	,1%	5,0%	5,2%	1,5%	,0%	11,8%
Security	Count	6	91	72	26	0	195
	% Within Age groups	23,1%	13,5%	12,5%	17,0%	,0%	
	% of Total	,4%	6,3%	5,0%	1,8%	,0%	13,6%
Star rating	Count	8	199	136	34	0	377
	% Within Age groups	30,8%	29,4%	23,5%	22,2%	,0%	
	% of Total	,6%	13,9%	9,5%	2,4%	,0%	26,3%
Cleanliness	Count	17	417	332	80	1	847
	% Within Age groups	65,4%	61,7%	57,4%	52,3%	33,3%	
	% of Total	1,2%	29,0%	23,1%	5,6%	,1%	59,0%
Else	Count	7	200	209	40	2	458
	% Within Age groups	26,9%	29,6%	36,2%	26,1%	66,7%	
	% of Total	,5%	13,9%	14,6%	2,8%	,1%	31,9%
Total	Count	26	676	578	153	3	1436
	% of Total	1,8%	47,1%	40,3%	10,7%	,2%	100,0 %

Customers also had very strong opinions about what the hotel should offer and 31.9% of the respondents willingly told about their personal preferences when choosing a hotel. The most important seemed to be the destination itself, its appeal and it “being genuine”. For some people it meant nature, sports, hiking and scuba diving, for some it required culture, history and exotic experiences.

Some were more practical. Families wished child-friendly hotels and destinations with suitable programme and pools for children. The form of accommodation was on the top of the list and condos with various numbers of rooms seemed to be popular. Sun, sea and entertainment with no children around were booking criteria for some.

More generally political situation and safety of the destination were discussed in the answers. Flights were in an important role for their length, departure time and airline used. The preferred tour operator was in many responses named to be AM and their good services in the destination. Trips and experiences offered by the tour operator was one defining criterion.

Familiarity of Drop Rating and Attitude towards It


One major purpose for the questionnaire was to find out whether the drop rating had reached the customers and how they perceived it. Question 11 was all about the familiarity and it divided the respondents into those who had heard of it before and those who heard about it for the first time in this questionnaire.


Question 12 was for those who were new with drop rating and the question remains whether the respondents would be influenced by it now that they knew what those symbols mean. Question 13 was for those who already knew the rating system and the focus is on whether they had used it as a selection-making tool or not.

Questions 14 and 16 gathered information about how people perceived the drop rating. It is important that the rating is clear, useful and informative so that people would actually use it. Question 15 asked whether the respondents would hope to

find more information about the sustainability programs that Aurinkomatkat has. Question 17 was about the respondents' opinion about the drop rating and the Programme of Sustainable Development. Question 18 offered an opportunity to complement or criticise the Aurinkomatkat website.

Drop rating:

 = Basics are in acceptable level

 = Environmental issues have been put into special consideration

 = Hotel is in the lead of sustainable tourism

11. Have you ever come across with the Aurinkomatkat drop rating?

1. Never, this was all new information for me --> Go to question 12
2. Sometimes I have wondered those drops in the hotel descriptions --> Go to question 12
3. I read about the rating from the internet or the Lomaopas --> Go to question 13
4. I am aware of the rating and the basis for it --> Go to question 13

12. Would you say that the drop rating has an effect on your hotel selection in the future?

1. Not at all, I will make my choices based on other facts
2. It did catch my interest and will have some influence. At least now I know what those symbols mean.
3. Absolutely! It is good that this kind of information is promoted and it is accessible.
4. Other comments?

13. How has the drop rating influenced on your hotel selection?

1. It has not really. I still emphasize other facts in my choices
2. It has been taken into account among other things
3. It has been the most important factor in the hotel selection. I think it is nice to know that even on my holiday I can make choices that benefit the environment
4. Other comments?

14. Would you say that the drop rating is practical?

1. No, why?
2. Yes, I think it is a good addition to the hotel descriptions.

15. Would you hope that Aurinkomatkat would promote the sustainable tourism- programme more on their website/Lomaopas? Examples? Ideas?

16. Would you say that the information about drop rating is presented in clear and understandable manner?

1. No. I cannot even find it on my own
2. Well, it is kind of jargon
3. I think that if you read it once you would get the general idea
4. I would say that the text is informative and easy to read
5. Comments?

17. Using your own words, please tell us how you find the Aurinkomatkat programme of sustainable tourism and the drop rating.

18. Using your own words, please tell us how you find the Aurinkomatkat Internet site.

As can be seen in FIGURE 13, the majority (63.2%) of the respondents knew the drop rating from the previous visits to the Internet site. Question 11 was twofold and it divided the respondent into those who had no idea of the drop rating and into those who had. Even though most of the people did know the meaning of the drops in the hotel description; still 36.8% had no idea of the rating.

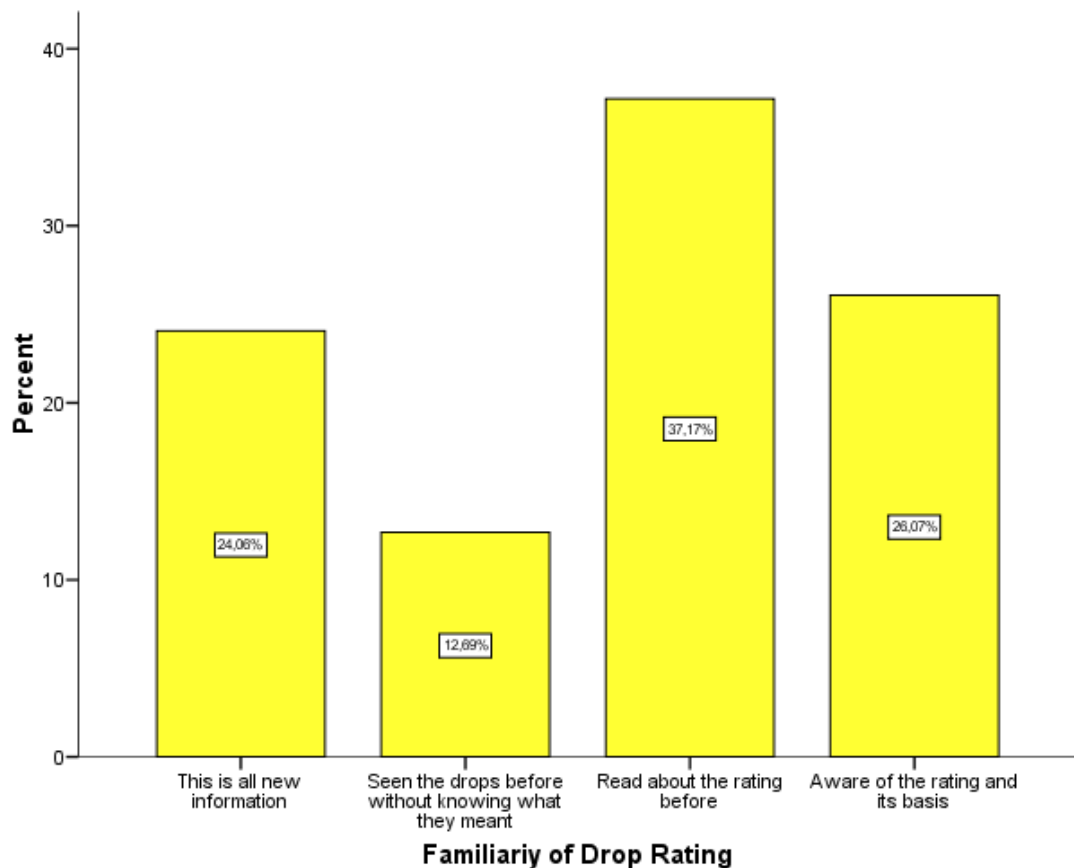


FIGURE 13. Familiarity of drop rating

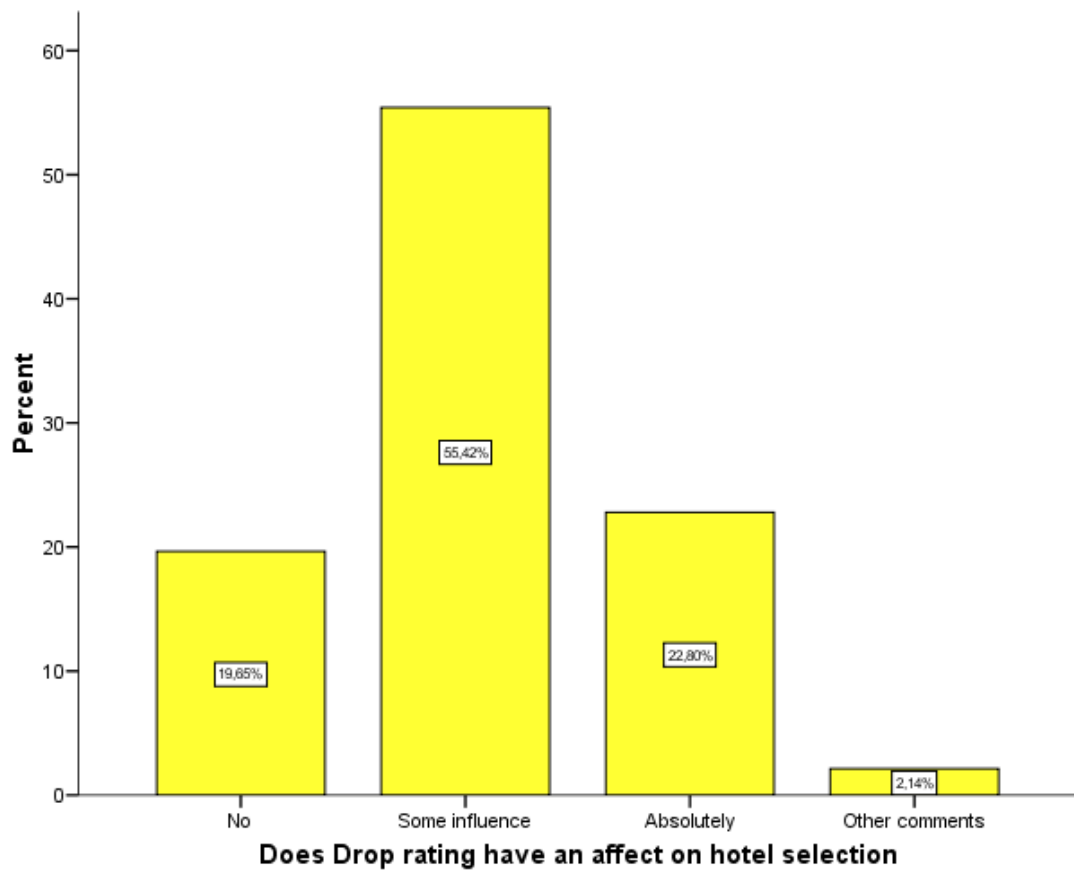


FIGURE 14. Affect of the drop rating on hotel selection for those who have not heard about the rating earlier.

Question number 12 was directed for those who encountered the drop rating in the questionnaire for the first time. The sheet contained a link that offered more information about the drop rating for those who had not heard about it before and thus the questionnaire itself worked as an advertising tool as well. 55.4% of the respondents indicated their interest toward the drop rating and 22.8% said that the rating would have an influence in the hotel selection process in the future. 19.7% were not willing to change their hotel selection criteria.

The respondents commented the drop rating in general as a positive addition but some questioned the reliability of the rating system. Some labelled it as an advertising gimmick and a reason to bring prices up.

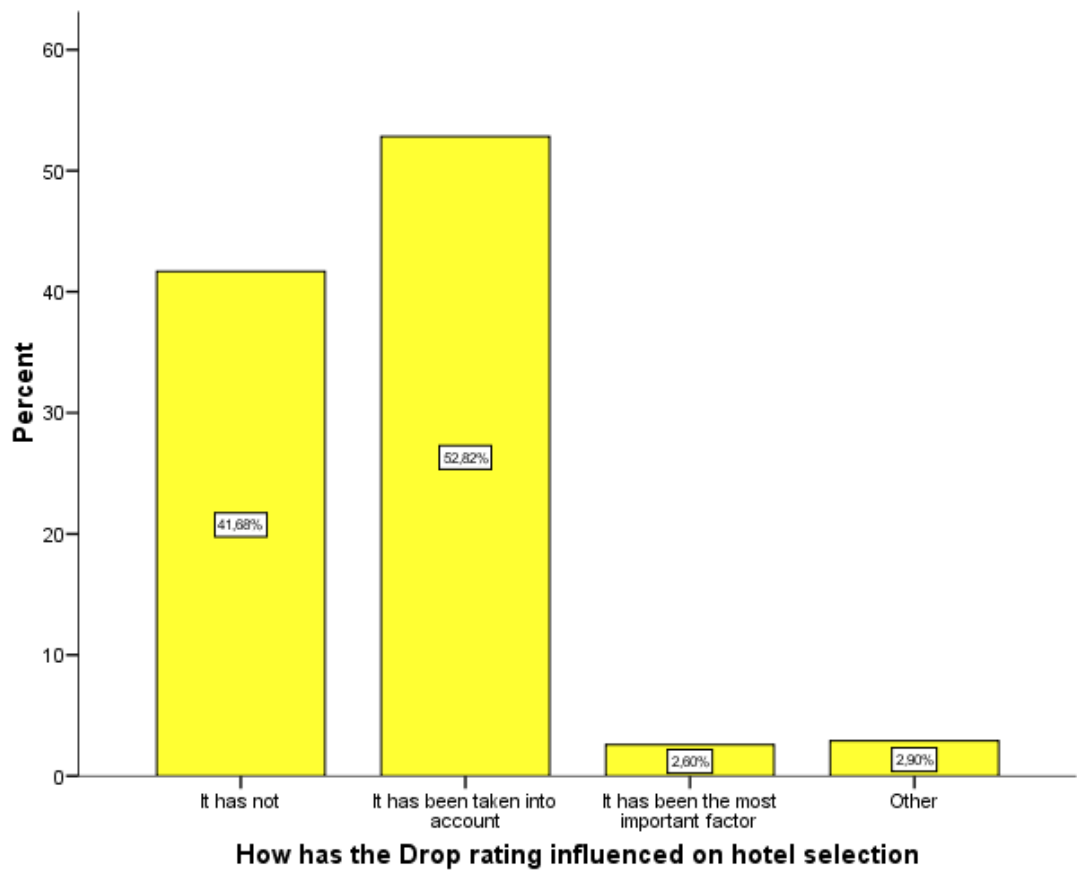


FIGURE 15. Affect of the drop rating for those who know the rating from earlier reservations

The majority of people knew about the drop rating before answering the questionnaire. Those people were redirected to Question 13. Of those who knew about the drop rating, FIGURE 15 shows that 52.8% had already taken it into account when making holiday reservations. 2.7% considered it the most important factor.

Those who answered “Other” said that even if the rating were not being taken into account yet, it would probably have some weight on the future holiday reservations.

In Question 14 the respondents were given a chance to tell their opinion about the drop rating. 95.9% of the respondents thought that the drop symbols were a good addition to the hotel descriptions but 4.1% of the respondents were not

convinced. The main argument was that the rating was not transparent and the basis was not easy to understand. The implementation was also questioned. Some thought that the rating needed more advertising and promotion by the destination guides. Also the categorising needed clarification. Some suggested that the follow-up procedures should be planned and implemented after the contract signing. Given rating can change over time if the hotel lacks in keeping up the procedures or if the hotel improves its efficiency in environmental issues.

Question 15 gave an opportunity to give suggestions about the level of the ecological promotion. For some the current level of information was adequate and some said that they did not care. For most respondents the issue seemed to be important and it raised thoughts. Environmental issues in tourism will be the hot topic in the near future and AM could lead the way to sustainable future. Environmental issues for most respondents seemed to be so important that they suggested that Sustainability tab in the opening view on the internet site should be put to the same row with other quick links and not left separated to the bottom of the site. The message from the majority of the customers was clear: more visibility and publicity for the environmental projects at AM. People love being able to influence in this very important matter.

Again the transparency of the rating and environmental issues in the destination were emphasised. People were asking for articles about the hotels that do act on the principles of sustainable development and thus setting an example. Respondents would have appreciated introductions of some ecological actions taken by AM contract hotels. The question was raised whether the hotel description should include information for example about the recycling possibilities and the use of alternative energy sources.

Some voted strongly for the means to diminish the ecological footprint set by tourism. Customers asked Aurinkomatkat to create a channel for a voluntary fee to cover the carbon dioxide emission caused by the charter flights. Customers suggested that Aurinkomatkat would then donate this money to an appropriate environmental project on behalf of the tourists.

As a summary, people considered environmental issues very important and they wanted to have concrete actions of how to make their stay as “green” as possible. Information about recycling bins and the local waste management culture would add to the quality of provided service by Aurinkomatkat. Water, its availability and use, also raised questions among the customers. People are aware that it can be a very scarce natural resource and they want to see how to help with their stay or at least how to minimise the damage. Concerns were raised whether the Mediterranean would have fresh water at all after a decade.

Some respondents were hoping for truly green travelling choices. Ecological packages with train / boat transportation and ecological lodging raised interest. Holiday packages based on green values would be an interesting choice for some especially since some even said that they had stopped air travelling all together and were looking for more ecological ways to travel. For this niche AM could be the first to offer holidays. It might not be a niche in a few years anymore.

In question 16 for most respondents the presentation of the information about the drop rating was in quite an understandable form. FIGURE 16 show that 67.6% of the respondents mentioned the information understandable. 23.2% gave even a better mark for the information package. Unfortunately, some respondents did not agree with the majority. The concern about transparency of the rating was pointed out and the clarity of the symbol itself was questioned. A question was raised about the difference between the categories, why one drop is worse than two and what caused this difference. The respondents were wondering why the categories were absent in the hotel descriptions and the information about the drop rating needed to be looked up again and again.

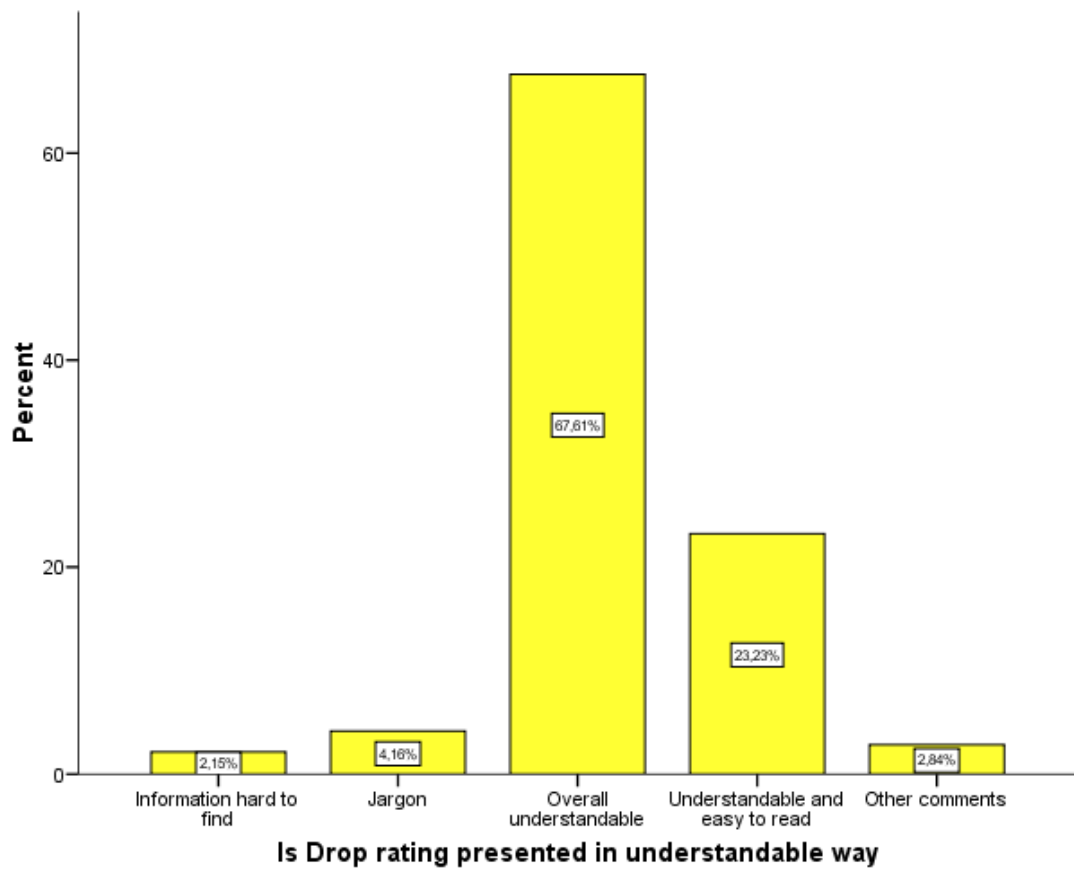


FIGURE 16. Clarity of the information provided by AM about the drop rating

Question 17 was an open question and gave an opportunity to air out ideas of the AM sustainable tourism programme and drop rating. In general people were able to introduce themselves to the matter through this questionnaire and think about it more than what they probably would normally have. Many said that they were positively surprised of the actions that have already been taken in AM and appreciated the initiatives that AM has. More information, on the other hand, was asked for. The environmental issues seemed to be close to the respondents' hearts. Again some were concerned about the emission of the air travelling and that is a question that needs more attention now and in the very near future.

Again the respondents were calling for more concrete actions from AM but also from the AM partners. It seemed that the current programmes and the information were too general and they did not touch an average traveller closely enough. More advertising and more concrete examples of successful environmental

projects were needed. Now the change is merely cosmetic even though the issue itself is so important.

Question 18 gave an opportunity to impress ideas of the AM website. As said before the Internet has become the most important tool in tourism as an information provider. The majority were more than happy with the AM services on the Internet. They described the site as colourful, easy to use and, simply one of the best among the Finnish tour operators.

Some negative comments were raised of the easiness of reservation concerning late deals and when making reservations for larger groups. Information about the availability should have been more clearly seen by the customers. The respondents would have also appreciated the possibility to compare options. Now they need to do that by using Lomaopas.

6 Discussion

The main purpose of the questionnaire was to see how an average Finnish tourist sees environmental issues in his/her daily life and when travelling. The questionnaire emphasised the initiated projects of Aurinkomatkat, drop rating and Sustainable Development Project, and their familiarity among existing customers.

As the results showed, most of the respondents had already been on an AM tour. A vast majority considered AM as a preferred tour operator. In general AM customer proved to be

- Between 30 and 65 years
- In a household of two adults, or with children over 6 years of age,
- Emphasising cleanliness of the accommodation
- Concerned about the environment and willing to act on it
- Familiar up to a degree with AM initiatives concerning drop rating and sustainability and
- Wishing for more information about them

Background and Family

Demographics of the respondents correlated with the general idea of who Aurinkomatkat customers are. It could be said that people who buy travel packages are people who are working, have established their lifestyles, maybe started a family or live in two working adult households. The point is that they are people who have money to spend on a well-planned holiday. A considerable number of respondents, 39.8%, lived in a two-person household. As can be seen in TABLE 5 two-person households were dominant in every age group, minors excluded. This indicates the fact that if two-person households include two working adults, the money to be spent on a holiday is greater than in families with especially small children.

TABLE 5. Age groups compared to the number of people in the household.

Age Group	Number of people in household									Total
	0	1	2	3	4	5	6	7	8	0
Retired 65 and over	0	1	21	3	1	0	0	0	0	26
Adults from 45 to 64	5	63	291	155	122	32	9	2	0	679
Adults from 30 to 44	4	80	171	110	159	44	6	4	1	579
Young adults from 18 to 29	0	38	91	13	7	2	1	1	0	153
Minors under 18	0	0	0	0	1	1	1	0	0	3
Total	9	182	574	281	290	79	17	7	1	1440

On the other hand, more respondents lived with children and for those the convenience of travelling on a package deal must have been appealing. Especially in families with older children the income is assumable better since both parents have an opportunity to work and thus raise the level of income.

All previous would indicate that with money to spend on a holiday, an average AM customer does not need to look for the best deal but they will probably make the choices based on their personal preferences. It remains to be seen if in a few years time environmentally conscious hotels will have turned engagement in sustainable development into a measurement of quality. It seems that today environmental issues are considered more as a side matter that only add to the product but the actual quality in customers' eyes is measured with different variables.

Recycling Habits and Attitude to Ecological Consuming

When asked about ecological thinking and daily routines concerning green issues, the previous statements seem to become valid. The majority of the respondents were somewhat ecologically aware of the consequences of their purchases and they knew that they were able to influence as consumers. 1.6% of the respondents said that they always choose in the store the most environmentally safe or ethically produced product. 58.9% said that they preferred ecological alternatives if the price had not alienated from the product.

It might be safe to say that customers of AM do not need to think about every penny they have but they are able to make choices based on other factors than the money. Of course Finnish mentality prefers moderate consuming so the price is always an issue but the question remains whether it is the final choosing criterion. It could be possible if biologically cultivated products and fair trade items would get more space in the stores and similar amount of advertising, and instead of still being a novelty and a choice of only few, these products would gain more market share and thus the prices would come closer to other commodities.

In holiday business this could work too. If the ecology of the customer choices was the responsibility of few but a standard without being branded as an “alternative”, it could become a synonym for quality. If people were introduced to the sustainable practices and in the holiday destination they would be able to witness the difference, the credibility would be boosted and the holiday experience would enhance.

Already AM customers recycle in a very conscious way. Availability of recycling points and the published recycling rates make people think that they can make a difference in their daily lives. 97.4% of all respondents recycled at least newspaper. This is a result of an adequate cover of recycling point network and public opinion. The 1.1% who did not recycle anything might be under impression that their actions cannot change anything.

Customer Relationship with Aurinkomatkat and Holiday Buying Habits

As said before, AM customers probably do have the money to pay for good service. They reserve their holidays well in advance and use packages to have the holiday planned and ready to be enjoyed. Most of the respondents had been at least on one AM holiday package and most of those who had been on one had had several after it. It seems that they love the idea of new places with the safety net of the tour operator.

Easiness of using a tour operator and their packages is reflected by the method of booking. Internet booking is the most popular mean of reserving holidays. 86.3 % of the respondents used the Internet for reservations. The Internet is also a great way to acquire information about the holiday destination. On the Internet the customers are provided with videos, pictures and written description about the destination, hotel and the country itself. Since the survey was conducted online it might be a little biased and give smaller rating for reservations made over the phone or at the office. People who do not have access to the Internet were simply excluded from the survey.

After choosing the destination country and the city, the hotel is the next to be chosen. The hotel is one of the most important factors influencing the whole holiday experience. A lot of weight is put on written descriptions of the hotel and its surroundings. It is also the most important choice concerning the environmental influence of the holiday. Of course many decisions concerning the environment are made in the state level and a single hotel or tour operator has only limited influence on efficiency of waste or water management. Nevertheless, the most important thing is the public opinion and the customer demand. Tour operators are obviously responsible in this early stage of making tourism green of the “customer “demand since the end user has no power over local services. Instead, in the position of being able to bring revenue to the destination, in the world where money talks tour operators are in position where environmental conservation can be negotiated as part of boosting the holiday experience.

After a while, when the customers are used to idea of having nice and clean destinations, and they are educated to seek for a hotel using renewable energy sources and offer recycling and so on, they know how to demand it and make choices that have green values. This would set in motion a wheel with good positive outcomes.

All mentioned above go together with findings from the questionnaire. Cleanliness is the most important factor when choosing the destination hotel. In Finland where the hygiene rate is quite high, cleanliness is one of the basic

needs and expected to be at quite high standards. Recycling can support that trend. With efficient recycling network the level of overall level of waste management would need to go through changes where the concept is rethought. Also environmentally friendly cleaning products, use of renewable energy and other means how to boost the green impact in hotel business all require educating the staff, familiarising the new concept with the hotel and at the end providing better products to the customers. All and all, an environmentally conscious product does not only benefit the environment, but all stakeholders: the destination stays clean and will be preserved to the generations to come, more efficient ways of making business bring more revenue, staff becomes more involved and empowered with more responsibility, and the tourists will enjoy their holiday with guilt-free conscience.

Familiarity of Drop Rating and Attitude towards It

Roughly one third has not heard about the sustainable development projects or drop rating. This clearly indicates the fact that even though 95.8% of the respondents have been on a AM tour, they have not “seen” the rating on the website or in the Lomaopas. For people who are passive about environmental issues, sustainable development projects are not something they actively seek. Especially in tourism, that is not considered the most environmental action in the first place, efforts to make a difference need to be advertised. Creating a need is as important as it is in any business. People do not know how to ask for service if the possibility is not introduced to them. Some people are naturally passive, but it does not mean that they are not ready to change their ways of acting. They just need some active promotion.

This is all clear when looking at the results in the segment “Familiarity of Drop Rating and Attitude towards It”. If people knew about the drop rating, they would have taken it into account when making hotel selections. If the concept were new, in the future it would have had an impact on most of the customers.

What was clearly the most important for AM customers is the transparency of all actions. It is good that transparency is in the list of actions of AM but more needs

to be done. What the customers suggested was to be able to have more information about the destinations and the sustainable procedures. The question remained, why AM has not published the “Sustainable Checklist” that is used to make drop ratings on their website and why all information is rather vague. Clearly it was wonderful for the customers that AM had started to act on sustainability but it seemed that the projects that are in motion did not gain enough publicity to be noticed by the customers. It gives a feeling that AM is doing a lot and working for sustainability that is difficult to attain in this line of business, but at the same time it does not want to be branded as “Eco” or “Green” in fear that it would alienate the average customer.

According to the answers that were given to the questionnaire, it became clear that people were interested in the environmental issues and especially ways to make a difference while on holiday. A voluntary airfare for carbon dioxide emissions and information about recycling possibilities are something that can already be done and would add extra value for the customers. AM should take the whole issue closer to the end users, the tourists, and give what they ask for: visibility, transparency and ways to take action by themselves. It is obvious that environmental actions are not something that would automatically be on everyone's list of interests. But in the name of sustainability, for those who want to help keeping the destinations available, it should be possible to act on their needs. Earlier it was mentioned that researches have shown that people are interested to donate directly to places they visit such as preservation projects or animal refugees. This attitude seemed to be present also in this questionnaire. People just lack the proper channel to do it.

AM on its website promotes a practice where donations are made for local programmes to support communities. These programmes should be presented also on the website and people should be able to participate. Why AM would exclude the very people who they are working for from these programmes?

7. Recommendations

What comes to the sustainability, it is clear that it is an issue that always raises discussion. Some people could not care less while some are passionate about it. Aurinkomatkat clientele consists of people with both ends of opinions and everything in between. Since it has been said over and over again in this Thesis, sustainability is the only way to continue business in the future if hoped that there would be tourism business at all. As could be read from the answers of current customers, people seem to be ready for and expecting changes in their daily lives but also in their holiday habits. For example concerns about harmful air travel was mentioned so many times that it could not be ignored anymore. Below are some recommendations how to improve the AM position as a information provider, tour operator and sustainable developer in the industry. All in the name of Tour Operator's Initiative, and sustainable development, based on the original ideas of the Aurinkomatkat loyal customers.

7.1 Air Travel

People are very concerned about the negative publicity aviation has received in the recent past. It is clear that flying is the heaviest contributor to the ecological footprint of tourism. It is clear that when travelling to long haul destinations current technology offers only limited options. Emissions are unavoidable. The solution has been on the table for a while now for industries that lack technology to cut greenhouse gas emissions, carbon dioxide sink. Some corporations have started to donate money for reforestation and natural preservation projects. Trees and plants take carbon dioxide from the air and use it for their growth emitting oxygen in the process. By creating a similar way to balance carbon dioxide emission, AM could give people a feeling of influencing. A proper channel provided by one of the most reliable tour operators in Finland would give people confidence that the money donated would actually reach their target and be used well. Carbon dioxide programme could be chosen from close proximity to the most popular destinations and presented well on the websites. People would not

only be informed about it but they could also visit the preservation site on their holiday and see their money “grow”.

7.2 Drop Rating

Drop rating is a very good tool but much too vague. AM should publish the “Sustainability Checklist” on their website so that people could actually see how the hotels are rated. On the hotel descriptions it would be a significant improvement if the sustainability actions would be shortly listed next to the rating symbols. Customers would gradually become more aware of the actions that have been taken in the hotels and what others do that could be done better. In this matter too, it is very important to create a need that then needs to be fulfilled by the destination hotels and authorities. Transparency would also create some pressure for the hotel to keep up with the promised standards.

Follow up procedures should also be available on the net. Possible rating upgrades could be published and hotels would thus gain positive press among the customers. Another reason to changing business green!

When making the holiday selections, it should be possible for the customers to filter out the hotels that do not have drop rating. This way comparison could be made easier.

7.3 Internet

The Internet is the fastest way to information. While AM customers still use Lomaopas and customer services, the Internet is the most important resource of information. In many occasions it was mentioned that the Internet has not been fully explored as information source in AM. According to the survey results people thought that while Lomaopas has its limitations in space this should not be the case on the Internet. At AM the same text is used for both Lomaopas and Internet

while space on Internet is virtually limitless and could provide opportunity for so much more.

Comparing alternatives is important when making a hotel selection. This was perceived easier using Lomaopas and it raised eyebrows when it was not possible on the Internet. Also accurate availability information was missing for some customers. This was especially the case when booking late deal packages.

As information source the Internet is the most efficient one. Sustainable development for this reason should not be taken as a novelty but pulled to the same level with other issues. Moving the tab up in line with the other shortcuts would send a message that environment is important and information is ready and available.

7.4 International Cooperation

International cooperation is not familiar with the AM customers. While TOI is doing excellent work creating networks and changing attitudes, this all is very distant to the end customers. The work is very important and AM should bring the work it is doing with TOI to public awareness and publish the latest news in Finnish on the website.

7.5 Travel Reservations

Many customers are ready to drop air travel if an alternative did exist. AM could take train, coach and boat travel into its service palette and create packages that take people a bit closer but offer same kinds of experiences as the destinations further away. Climate change is bringing changes in holiday patterns in Europe and close range destinations may bring new alternatives worth exploring . For example Germany is an unexplored sun and sea destination despite the popularity of the shores of the Baltic Sea among the natives. Rising temperatures

might bring this alternative more acceptable for the Mediterranean goers when Spain and Italy become simply too hot in the summer time.

Ecological packages might be a niche market at the moment but a growing niche nevertheless. If AM could bring new, truly sustainable alternatives available, it would pioneer the development that can become a standard in the future.

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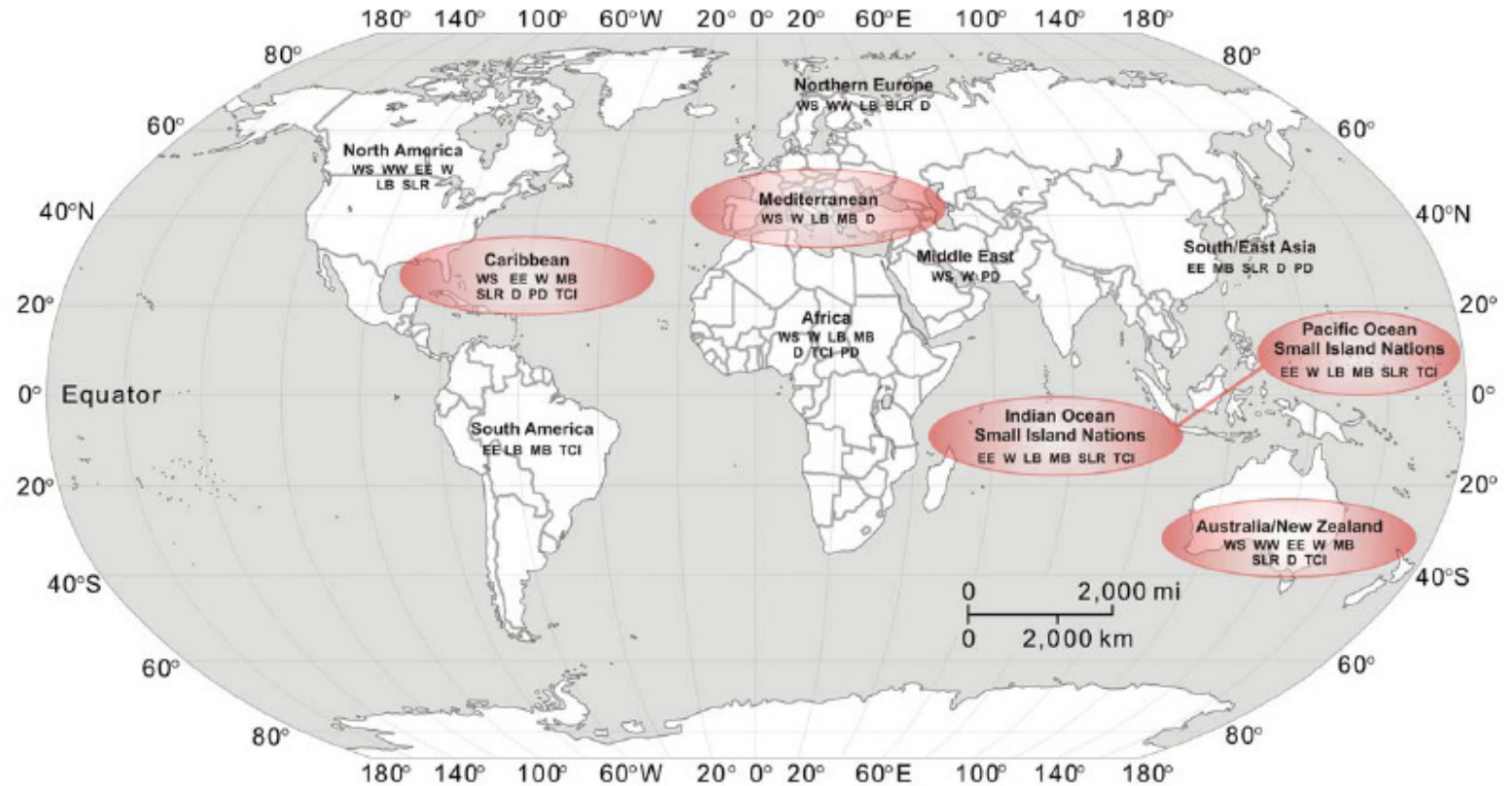
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Appendices

Appendix I: Geographic Distribution of Major Climate Changes Impacts Affecting Tourism Destinations



Source: Climate Change and Tourism: Responding to Global Challenges, worldtourism.org

WS = warmer summers

WW = warmer winters

EE = increase in extreme events

SLR = sea level rise

LB = land biodiversity loss

MB = marine biodiversity loss

W = water scarcity

PD = political destabilization

D = increase in disease outbreaks

TCI = travel cost increase from mitigation policy

Hotspot

Appendix II:

Sustainable Tourism – Eliminating Poverty, Seven Mechanisms

In order to deliver practical benefits to the poor, a clear understanding is required of the ways to effectively channel visitor spending and associated investment into improved income and quality of life for people in poverty, so as to ensure that all possibilities are considered and used effectively.

In the publication *"Tourism and Poverty Alleviation: Recommendations for Action"* the ST-EP Programme presented 7 different mechanisms through which the poor can benefit directly or indirectly from tourism. These mechanisms have become an important philosophy of the ST-EP initiative and have been widely disseminated and incorporated in ST-EP projects, studies, seminars, training and related conferences. An overview of each mechanism is set out below:

1

Employment of the poor in tourism enterprises

This mechanism involves undertaking measures to increase the level of the poor working in tourism enterprises. Indeed, the relationship between tourism enterprises and the employment of local people is symbiotic, in that both sides stand to benefit considerably. This addresses poverty directly by enabling the poor to develop their own skills; by allowing for the possibility of a large number of people to benefit directly; and raising the standards of service. It is important that the provision of education and training is strengthened so that the poor may respond to such opportunities, and any social or cultural barriers are removed.

2

Supply of goods and services to tourism enterprises by the poor or by enterprises employing the poor

One of the fundamental conditions to achieving poverty reduction is in ensuring that goods and services in the tourism supply chain, as much as possible, come from local sources at all stages. The objective would be to maximise the proportion of tourism spending that is retained in local communities and to involve the poor in the supply process. Such a measure would help support traditional forms of rural activities and skills, enhance the quality and identity of the local tourism product and help establish stable sources of business.

3

Direct sales of goods and services to visitors by the poor (informal economy)

One of the main ways in which poor people seek to earn income from tourists is through selling produce and services, such as fruits, handicrafts or guided tours, directly to them. Where visitors engage with this informal economy, it can be a successful direct route to providing income to the poor, and it can provide visitors with a colourful and rewarding experience. Information provision to tourists on available local products is important, as well as training to local people to ensure their products meet the quality requirements of visitors.

4

Establishment and running of tourism enterprises by the poor - e.g. micro, small and medium sized enterprises (MSMEs), or community based enterprises (formal economy)

This involves the establishment and management of more formal tourism enterprises by the poor, either individually or at a community level. These may include accommodation establishments, catering, transport, retail outlets, guiding and entertainment. Advantages of enterprise formation at the local level are that it places power and control in the hands of the local people, it can guarantee investments for the longer term and it enables enterprises to establish a scale of operation needed to attract customers.

5

Tax or levy on tourism income or profits with proceeds benefiting the poor

This mechanism relates to the revenues that are earned by national or local government from tourism which can be used to reduce poverty. It has the advantage that all of the poor can benefit from tourism without being directly engaged in the sector. The extent to which state revenue earned from tourism is put towards poverty alleviation will depend on national priorities and programs. Taxes or levies raised locally, for example through levies on bednights or entrance fees for protected areas, can often be used fully or partly for community benefits. Transparency in the application of local taxes is essential, as well as consultation with the private sector to avoid deterring the industry and travellers by imposing too high taxation levels.

6

Voluntary giving/support by tourism enterprises and tourists

Voluntary support in money or in kind, given by visitors or tourism enterprises to the poor can act as influential drivers for local poverty reduction. Various studies have pointed to a willingness amongst tourists to give something back to the area they are visiting. Many tourism enterprises are also committed to provide sponsorship to development initiative in the areas where they operate. Local NGOs or trusts may help develop mechanisms for the collection and dispersal of donations. Beneficiary schemes clearly showing tangible local impact and community involvement have a high chance of attracting sponsorship and visitor support.

7

Investment in infrastructure stimulated by tourism also benefiting the poor in the locality, directly or through support to other sectors

Tourism development, particularly in a new, remote or rural location, can include investment in new infrastructure, such as roads, water and energy supply, sanitation and communications. With careful planning, such infrastructure can also bring positive benefits to the poor, by providing them with basic services and opening up new and faster routes to access markets. The main challenge is to make sure that new tourism development is not consuming resources at the expense of local communities, but rather offering them the chance to gain new access to them.

Source: The 7 Mechanisms,

<http://www.unwto.org/step/mechanisms/en/ms.php?op=2>

Appendix III:

Customer Survey Aurinkomatkat

Asiakaskysely - Aurinkomatkat

Valitse jokaisen kysymyksen kohdalla omaa näkemystäsi parhaiten vastaava vaihtoehto. Muutamassa kysymyksessä vastaus kirjoitetaan sille varattuun tilaan.

Ensin muutamia taustaa valaisevia kysymyksiä.

Valitse vaihtoehto tai kirjoita vastauksesi sille varattuun tilaan

1. Sukupuoli



Nainen



Mies

2. Syntymävuosi

3. Kuinka monta henkilöä kotitalouteesi kuuluu? (itsesi mukaan luettuna)

henkilöä

4. Kuinka moni heistä on 6-17-vuotias?

6-17-vuotiaista

5. Kuinka moni heistä on alle 6-vuotias?

alle 6-vuotiaista

Seuraavaksi ympäristönsuojelua koskevia kysymyksiä

6. Vaikuttaako tuotteen tai palvelun ekologisuus ostopäätöksiisi? (esimerkiksi biohajoavat/kierrätettävät pakkaukset, luomu, reilun kaupan tuotteet)



Ei mitenkään, ostan mitä haluan



Hyvin harvoin



Kyllä, suosin ekologisempaa vaihtoehtoa erityisesti, jos se ei ole kovin paljoa kalliimpi kuin vastaava "tavallinen" tuote



Ostan aina ekologisen vaihtoehdon jos se vain on mahdollista, hinnasta viis

7. Kotonani kierrätetään yleensä (voit valita useamman vaihtoehdon)

- ☐ Ei mitään
 - ☐ Sanomalehdet
 - ☐ Pahvit
 - ☐ Maito- ja mehupurkit
 - ☐ Metallit
 - ☐ Lasi
 - ☐ Ongelmajätteet (paristot, maalit, loisteputket)
 - ☐ Muuta, mitä?
-

Seuraavassa on kysymyksiä koskien Aurinkomatkoja

8. Aurinkomatkojen asiakkaana olen

- ☐ Vieraillut nettisivuilla ja liittynyt postituslistaan. En vielä ole käyttänyt palveluja
- ☐ Olen ollut Aurinkomatkojen Äkkilähdöllä
- ☐ Olen osallistunut Aurinkomatkojen matkalle. Minne?

9. Varaan matkani kaikkein mieluiten

- ☐ Netistä, se on helppoa.
- ☐ Selaillemalla Lomaopasta ja tekemällä puhelin varauksen, on niin paljon varmempi olo kun puhuu elävän ihmisen kanssa
- ☐ Käymällä Aurinkomatkojen toimistossa, on mukavaa kun voi kysellä ja vertailla vaihtoehtoja ammattilaisen avustuksella




10. Minulle tärkeitä asioita lomaa suunnitellessani ovat (valitse 1-2 sinulle tärkeintä asiaa)

- ☐ Hintaa, kaikkein mieluiten lähten matkaan äkkilähdöllä
 - ☐ Tuttavien suositus, kohde ja hotelli on hyvin etukäteen testattu
 - ☐ Turvallisuus, menen aina samaan hyväksi havaittuun paikkaan, jossa on hyvät palvelut lähellä
 - ☐ Hotellin tähtiluokitus, lomallani maksan mieluusti mukavuuksista
 - ☐ Siisteys ja puhtaus. Majoituksen ei tarvitse olla hieno kunhan ympäristö on siisti ja rannat, luonto ja kadut vapaat roskista ja jätteistä
 - ☐ Muu, mikä?
-

Vielä viimeiseksi muutama kysymys Pisaraluokituksestamme

Kaikki Aurinkomatkojen käyttämät noin 800 hotellia eri puolilla maailmaa käyvät sopimuksen teon yhteydessä läpi 35-kohtaisen kestävä kehityksen tarkistuslistan (sustainability checklist). Nuo 35 kysymystä on painotettu siten, että enimmäispistemäärä on 100. 30 pistettä on luokituksessamme hyväksyttävän alaraja, 40 pisteestä saa yhden vesipisaran, 60 pisteestä kaksi ja parhaimpaan kolmen pisaran luokitukseen pääsee 80 pisteellä.

Luokitusta määrittellessämme otamme huomioon ekologiseen, taloudelliseen ja kulttuuriseen kestävyYTEEN liittyviä seikkoja. Pääpaino on ympäristössä, mutta arvioimme myös hotellin omistussuhteita ja asemaa paikallisessa yhteisössä. Jaamme hotellit kolmeen luokkaan:

-  = perusasiat ovat kunnossa
-  = ympäristöasioihin on kiinnitetty erityistä huomiota
-  = hotelli kuuluu kestävä matkailun kärkeen

(Lisää tietoa löydät [tästä linkistä](#))

11. Oletko aikaisemmin tutustunut Aurinkomatkojen pisaraluokitukseen?

- ☐ En koskaan, tämä oli ihan uutta tietoa --> Siirry kysymykseen 12
- ☐ Olen joskus ihmetellyt noita pisaroita hotellikuvausten yhteydessä. --> Siirry kysymykseen 12
- ☐ Olen lukenut joskus netistä tai Lomaoppaasta asiasta --> Siirry kysymykseen 13
- ☐ Olen tietoinen luokituksesta ja sen perusteista --> Siirry kysymykseen 13

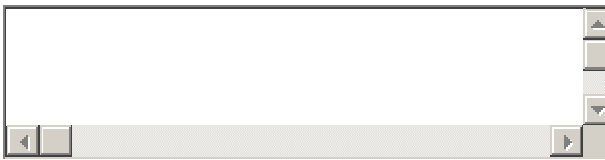
12. Vaikuttaako Pisaraluokitus tulevaisuudessa hotellivalintoihisi?

- ☐ Ei vaikuta, teen valintani muita perusteita käyttäen
- ☐ Kiinnostuin asiasta ja luulen että ainakin välillisesti sillä on vaikutus. Ainakin nyt tiedän mitä symbolit merkitsevät
- ☐ Ehdottomasti! On hyvä, että tällaista tietoa on tuotu esille ja se on helposti kaikkien saatavilla
- ☐ Muuta, mitä?

13. Miten Pisaraluokitus on vaikuttanut hotellivalintoihisi?

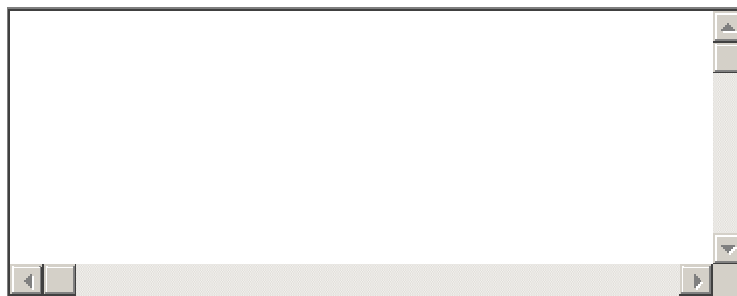
- ☐ Ei oikeastaan mitenkään. Valintoihini vaikuttaa edelleen muut asiat
- ☐ Olen ottanut sen huomioon muiden asioiden ohessa
- ☐ Se on ollut tärkein tekijä hotellia valitessani. Minusta on mukava tietää, että lomallanikin voin vaikuttaa ympäristöni.
- ☐ Muuta, mitä?

14. Onko Pisaraluokitus mielestäsi käytännöllinen?

☐ Ei, miksi? 

☐ Kyllä, se on hyvä lisä hotellikuvauksiin

15. Toivoisitko kestävän matkailun ohjelmalle lisää näkyvyyttä Aurinkomatkojen nettisivuilla / Lomaoppaassa? Esimerkkejä? Ideoita?



16. Onko tieto Pisaraluokituksesta esitetty mielestäsi selkeästi ja ymmärrettävästi?

☐ Ei, eihän sitä edes löydä mistään

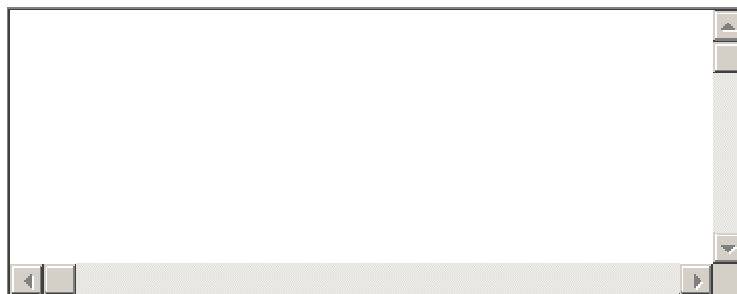
☐ No joo, sellaista kapulakieltähän tuo on

☐ Kyllä sen kertalukemalta tajuaa

☐ Teksti on helppolukuinen ja informatiivinen

☐ Muuta, mitä? 

17. Kerro omin sanoin mielipiteesi Aurinkomatkojen kestävän matkailun ohjelmasta ja Pisaraluokituksesta



18. Kerro omin sanoin mielipiteesi Aurinkomatkojen internetsivustosta**Jos haluat osallistua lahjakortin arvontaan, niin jätä yhteystietosi**

Henkilötietoja ei käsitellä tulosten käsittelyn yhteydessä.

Nimi:

Sähköposti tai
puhelinnumero:

English (not published on the Internet)

Customer survey – Aurinkomatkat

In following questions, please choose the answer that is closest to your own opinion. In some questions the answer should be written to the space reserved.

First some questions about Your background

Choose one of the options or write Your answer to a textbox

1. Gender

☐

Female

☐

Male

2. Year of Birth

3. How many persons are there in your household? (yourself included)

Persons

4. How many of them is between 6-17 years of age?

between 6-17

5. How many of them is younger than 6 years old?

younger than 6

Next some questions about environmental preservation

**6. Does being an ecological alternative influence your decisions to buy product or service?
(for example biologically degradable/ recyclable packages, organic- and/or fair trade products)**

☐

Not at all. I buy what I want

☐

very rarely

☐

Yes, I prefer ecological alternative, especially if it is not that much more expensive than the "regular" choice.

☐

I always choose the ecological alternative when ever it is possible, regardless of price.

7. Our household usually recycles (you can choose more than one option)

- ☐ Nothing
- ☐ newspapers
- ☐ cardboard
- ☐ Milk and juice containers
- ☐ Metal
- ☐ Glass
- ☐ Toxic waste (batteries, bar lights, paint)
- ☐ Other? What?

Next few questions concerning Aurinkomatkat

8. As a customer of Aurinkomatkat I have

- ☐ Visited the website and joined mailing list. I have not yet used other services.
- ☐ I have been on Aurinkomatkat late deal
- ☐ I have taken an Aurinkomatkat – holiday package. To where?

9. I would rather book my trip

- ☐ Using the Internet. It is so easy
- ☐ browsing the Holiday guide and making the reservations by phone. I feel more secure when I have an opportunity to speak with living person.
- ☐ Visiting Aurinkomatkat office. It is nice when you can ask questions and compare option with a help from a professional.

10. To me the most important factors when choosing holiday are (choose one or two option(s))

- ☐ The Price, I prefer late deals,
- ☐ Recommendation from an acquaintance. Destination and the hotel are well tested.
- ☐ Security, I always choose the same familiar destination with good services in a close range.
- ☐ The star rating of the hotel. On my holiday I do not mind paying for luxury.
- ☐ Cleanliness. The accommodation does not need to be four stars if the surrounding is clean and the beaches, nature and the streets are free from litter.
- ☐ Else, what?

And finally, questions about our Drop-Rating



= Basics are in acceptable level



= Environmental issues have been put into special consideration



= Hotel is in the lead of sustainable tourism

(For more information [click here](#))

11. Have you ever come across with the Aurinkomatkat Drop-rating?



Never, this was all new information for me --> Go to question 12



Sometimes I have wondered those drops in the hotel descriptions --> Go to question 12



I read about the rating from the internet or the Lomaopas --> Go to question 13



I am aware of the rating and the basis for it --> Go to question 13

12. Would you say that the drop-rating has an affect on your hotel selection in the future?



Not at all, I will make my choices based on other facts



It did catch my interest and will have some influence. At least now I know what those symbols mean.



Absolutely! It is good that this kind of information is promoted and it is accessible.



Other comments?

13. How has the Drop-rating influenced on your hotel selection?



It has not really. I still emphasize other facts in my choices



It has been taken into account among other things



It has been the most important factor in the hotel selection. I think it is nice to know that even on my holiday I can make choices that benefit the environment



Other comments?

14. Would you say that the Drop- rating is practical?



No, why?



Yes, I think it is a good addition to the hotel descriptions.

15. Would you hope that Aurinkomatkat would promote the sustainable tourism- program more on their website/Lomaopas? Examples? Ideas?

16. would you say that the information about Drop-rating is presented in clear and understandable manner?



No. I cannot even find it on my own



well, it is kind of jargon



I think that if you read it once you would get the general idea



I would say that the text is informative and easy to read



Comments?

17. By using your own words, please tell us how you find the Aurinkomatkat program of sustainable tourism and the drop rating

18. By using your own words, please tell us how you find the Aurinkomatkat internet site

Tables

TABLE 1. Global tourism-related energy use and resulting CO₂-e emissions 2001 according to Gössling. (Gössling, 2005, p290)

TABLE 2. Global energy use and CO₂-e emissions in leisure related transport in 2001 according to Gössling. (Gössling, 2005, p 290)

TABLE 3: Recycling frequency

TABLE 4: Cross tabulation Between Hotel selection criteria and age groups

TABLE 5: Age groups compared to number of people in a household

Figures

FIGURE 1.

http://www.loretobay.com/cms/images/content_images/sustainability.gif

FIGURE 2.

http://www.unwto.org/facts/eng/pdf/highlights/highlights_07_eng_lr.pdf

FIGURE 3.

http://www.unwto.org/facts/eng/pdf/highlights/highlights_07_eng_lr.pdf

FIGURE 4. http://www.unwto.org/photo_gallery/index.php#

FIGURE 5. http://www.unwto.org/photo_gallery/index.php#

FIGURE 6. http://www.unep.org/grasp/Activities_and_Projects/index.as

FIGURE 7. Age distribution

FIGURE 8. Number of persons in a household

FIGURE 9. number of persons in a household compared with different age groups

FIGURE 10. Appeal of ecological alternatives

FIGURE 11. Customer relationship with Aurinkomatkat

FIGURE 12. Preferred booking method

FIGURE 13. Familiarity of drop rating

FIGURE 14. Affect of the drop rating on hotel selection for those who have not heard about the rating earlier

FIGURE 15. Affect of the drop rating for those who know the rating from earlier reservations

FIGURE 16. Clarity of the information provided about the drop rating